

ESTTA Tracking number: **ESTTA145922**

Filing date: **06/14/2007**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Mr.MirRahim		
Entity	Individual	Citizenship	UNITED STATES
Address	7510 Tripp Avenue Skokie, IL 60076 UNITED STATES		

Attorney information	Michael T. Sawyer The Law Offices Of Michael T. Sawyer 150 N. Michigan Avenue, Suite 2700 Chicago, IL 60601 UNITED STATES mtsawyer@epaclaw.com Phone:312-856-9741
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Applicant Information

Application No	78646142	Publication date	05/29/2007
Opposition Filing Date	06/14/2007	Opposition Period Ends	06/28/2007
Applicant	TENNIS INDUSTRY ASSOCIATION 117 EXECUTIVE CENTER HILTON HEAD, SC 29928 UNITED STATES		

Goods/Services Affected by Opposition

Class 041. First Use: 2004/11/06 First Use In Commerce: 2004/11/06
All goods and seviceis in the class are opposed, namely: Providing physical fitness instructions and programs featuring tennis training

Grounds for Opposition

Deceptiveness	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)
Other	False sworn statement in Application that Applicant (the Registrant#s Assignor) believed that no other person, firm, corporation, or association had the prior right to use the mark or a near resemblance of the mark in commerce, when Applicant knew of Opposer#s prior right and use. (See 37 C.F.R. 2.33.)

Mark Cited by Opposer as Basis for Opposition

U.S. Application	76661028	Application Date	06/05/2006
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No.			
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	CARDIO TENNIS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1995/04/16 First Use In Commerce: 1995/04/16 Providing physical fitness instructions and programs featuring tennis training		

Related Proceedings	Opposer filed an application for registration of the Mark CARDIO TENNIS, as Serial No. 76661028, on the Supplemental Register on June 5, 2006.
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Attachments	Notice of Opposition.pdf (7 pages)(366027 bytes) exhibits.pdf (53 pages)(10681299 bytes) 76661028#TMSN.gif (1 page)(bytes)
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Signature	/Michael T. Sawyer/
Name	Michael T. Sawyer
Date	06/14/2007

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Trademark Registration No. 78646142
For the mark CARDIO TENNIS HEART PUMPING FITNESS
Published in the Official Gazette on May 29, 2007

Mir Rahim, an individual, personally and as the
successor in interest to Lakeshore Athletic Club
Lincoln Park, L.P., an Illinois limited partnership,
and The Lakeshore Centre Holdings, L.L.C.,
an Illinois limited liability company,
Opposer,

v.

Tennis Industry Association, an Illinois
corporation,
Applicant by Assignment of Rights,

and

United States Tennis Association, a New York
corporation,
Prior Applicant and Assignor of Rights.

NOTICE OF OPPOSITION

Mir Rahim, an individual, residing at 7510 Tripp Avenue, Skokie Illinois 60076, personally and as the successor in interest to Lakeshore Athletic Club Lincoln Park, L.P., an Illinois limited partnership, and The Lakeshore Centre Holdings, L.L.C., an Illinois limited liability company.

The above-identified Opposer believes that he will be damaged by registration of the mark shown in the above-identified application, and hereby opposes the same.

The grounds for opposition are as follows:

1. Opposer, personally and as an employee of the management company for Lakeshore Athletic Club Lincoln Park, L.P., an Illinois limited partnership, one of the Lakeshore Athletic Clubs owned by The Lakeshore Centre Holdings, L.L.C., an Illinois limited liability company, Opposer's predecessors in interest (hereinafter, jointly, "Prior Owner"), began using

the service mark **CARDIO TENNIS** (hereinafter sometimes referred to as the “Original Mark”) in connection with the “provision of physical fitness instructions and programs featuring tennis training” beginning in approximately September 1995. Since September 1995, Opposer, personally or as the successor in interest to Prior Owner, has continuously used this Original Mark in commerce. (See attached Exhibits “A” through “I,” all of which Exhibits are hereby incorporated herein by reference.)

2. As of April 2006, Prior Owner assigned to Opposer all its right, title, and interest to its aforesaid continuously used Mark, **CARDIO TENNIS**. (See Group Exhibit “A.”)

3. Opposer’s development and use of his “groundbreaking workout program” was documented by the Chicago Sun-Times on April 16, 1995 (see attached Exhibit “J”), and by the Chicago Tribune on April 5, 1996, and October 6, 1996 (see attached Exhibits “K” and “L”).

4. At all times since this aforesaid first use, Opposer has continuously claimed and exercised his sole and exclusive right, personally and as the successor in interest to Prior Owner, to the use of the aforesaid Original Mark, **CARDIO TENNIS**.

5. Opposer, by himself or as the successor in interest to Prior Owner, has continuously offered physical fitness instruction and exercise programs under the name and Mark **CARDIO TENNIS** to both members and non-members of the several Lakeshore Athletic Clubs in Chicago, Illinois, from approximately September 1995 until the present.

6. Since the aforesaid assignment of the Original Mark to Opposer, Prior Owner as Opposer’s Licensee (see Exhibit “M,” Nonexclusive Trademark License Agreement), has also continued to offer the same instruction and programs under the same name and Mark **CARDIO TENNIS**, pursuant to the quality requirements and other terms of its License, at each of the Chicago-area Lakeshore Athletic Clubs. Opposer has also promoted, advertised, and marketed

his professional services under the name and Mark **CARDIO TENNIS**, worldwide, on the internet since approximately January 2007.

7. Despite its knowledge of this history of Opposer's prior use, the United States Tennis Association, a New York corporation (the prior applicant for the claimed new Mark, **CARDIO TENNIS HEART PUMPING FITNESS**, hereinafter "Prior Applicant"), applied for registration of the aforesaid Original Mark, **CARDIO TENNIS**, in August 2003.

8. Prior Applicant had actual knowledge of Opposer's prior use of the Original Mark, **CARDIO TENNIS**, not later than September 15, 2004, when the United States Patent and Trademark Office's reviewing attorney included the above-referenced newspaper articles in her Final Office Action of September 15, 2004. Yet, Prior Applicant not only failed to modify or withdraw its application in light of that known prior use, but also falsely verified that no other person had the right to use that Mark in commerce, in violation of 37 C.F.R. 2.33.

9. On information and belief, Prior Applicant also had actual knowledge of Opposer's prior use long before Prior Applicant's initial application for registration of the Mark **CARDIO TENNIS** on the Primary Register in August 2003. According to Prior Applicant's website, Jim Baugh was affiliated with the Wilson Sporting Goods Company for seventeen (17) years, serving as its President from 1996 to 2003. In that capacity, he was present in Prior Owner's athletic clubs as early as 1995 and personally witnessed the development and implementation of Opposer's **CARDIO TENNIS** program. According to the same website, the said Jim Baugh was also long "active" with Prior Applicant and a member of its Board of Directors since January 2003. (See attached Exhibit "N.")

10. The said Jim Baugh became the President of the Tennis Industry Association ("TIA"), the present applicant by assignment from Prior Applicant for the claimed new mark, **CARDIO TENNIS HEART PUMPING FITNESS**, after his departure as the President of

Wilson. Jim Baugh continued as TIA's President (having previously witnessed the Opposer's development and first use of the **CARDIO TENNIS** Original Mark as aforesaid) until December 2006. Yet, Applicant, in conjunction with Prior Applicant, falsely claimed to have developed the Original Mark as its own. (See attached Exhibits "O" through "S.")

11. Prior Applicant obtained the registration of the Mark **CARDIO TENNIS** on the Supplemental Register on February 1, 2005 (the USPTO having refused to register the **CARDIO TENNIS** mark on the Primary Register because of its "merely descriptive" nature), without apprising the United States Patent and Trademark Office of Opposer's prior use of it (then known to Registrant) or withdrawing the application for registration. Prior Applicant then proceeded to unveil its so-called "new program" of **CARDIO TENNIS** at the 2005 U.S. Open and began a million-dollar marketing program to promote the Original Mark. (See attached Exhibits "N" through "Z.")

12. One day after Prior Applicant's Supplemental Register Date of its unlawfully registered Mark **CARDIO TENNIS**, it used that registration as a springboard to apply for a second, plainly derivative mark, "**CARDIO TENNIS 4 KIDS**," Serial No. 78558959. The United States Patent and Trademark Office's Office Action of March 22, 2006, refused to register **CARDIO TENNIS 4 KIDS** based on the "merely descriptive" nature of that derivative mark. The **CARDIO TENNIS 4 KIDS** Mark was subsequently abandoned by Prior Applicant on September 23, 2006.

13. On June 8, 2005, Prior Applicant proceeded to seek the registration of yet another plainly derivative Mark, "**CARDIO TENNIS HEART PUMPING FITNESS**," Serial No. 78646142. This is the claimed new Mark at issue in the pending Notice of Opposition.

14. Prior Applicant's application to register the claimed new Mark falsely stated, under the penalties of perjury, that Prior Applicant believed "no other person, firm, corporation,

or association ha[d] the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive . . .” 37 C.F.R. 2.33. Prior Applicant already knew at that time that the new Mark so resembled Opposer’s rightful original Mark **CARDIO TENNIS** as to be likely to cause confusion or to deceive.

15. On June 28, 2006, pursuant to Opposer’s written threat of a Petition to Cancel Prior Applicant’s registration of the Original Mark, **CARDIO TENNIS**, for the foregoing reasons, Prior Applicant filed a Cancellation of its registration of that Mark. It thereby admitted by its conduct that it was not the prior user of the Original Mark or of any Mark derived from that Mark -- such as the claimed new Mark here at issue.

16. Yet, on August 14, 2006, after said Cancellation by Prior Applicant for said reasons, Prior Applicant assigned its entire right and interest in its claimed derivative Mark, **CARDIO TENNIS HEART PUMPING FITNESS**, Serial No. 78646142, to Applicant, the Tennis Industry Association. Said assignment was not disclosed to the USPTO until January 31, 2007, when Applicant filed its (literally) last-minute Response to the USPTO’s Final Office Action.

17. Opposer filed an application for registration of its Mark **CARDIO TENNIS**, Serial No. 76661028, on the Supplemental Register on June 5, 2006. The USPTO mailed to Opposer its initial Office Action on November 13, 2006, noting as the foremost difficulty with that application the apparent likelihood of confusion under Trademark Act Section 2(d), 15 U.S.C. §1052(d), between Opposer’s Mark and Applicant’s claimed derivative Mark **CARDIO TENNIS HEART PUMPING FITNESS**, Serial No. 78646142.

18. On May 3, 2007, Opposer timely filed his Response to this Office Action, properly disclaiming the terms “CARDIO” and “TENNIS” apart from their use together in Opposer’s **CARDIO TENNIS** Mark and detailing Prior Applicant’s wrongful use and prior knowledge of Opposer’s prior rightful use of the **CARDIO TENNIS** Mark in commerce. At the suggestion of the examining attorney, Opposer requested suspension of further action on his application for registration on the Supplemental Register pending the disposition of this Opposition.

19. On May 4, 2007, the USPTO accordingly issued a Notice of Suspension action on the Opposer’s application for registration on the Supplemental Register of his Mark **CARDIO TENNIS**, pending the submission and disposition of this Opposition.

20. The date of Opposer’s first use of the Mark **CARDIO TENNIS** in commerce preceded by approximately *ten (10) years* the date of Prior Applicant’s aforesaid initial filing for the registration of the plainly derivative Mark **CARDIO TENNIS HEART PUMPING ACTION**. That Mark was then known by both Prior Applicant and Applicant to have been derived from the Mark **CARDIO TENNIS**, which was then also known by both Prior Applicant and Applicant to have been first used and continuously used in commerce by Opposer.

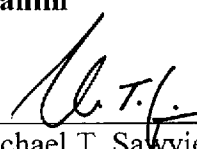
21. Opposer has been and will continue to be irreparably harmed and financially damaged by Applicant’s aforesaid knowing registration in its own name and ownership of a Mark that so resembles Opposer’s Mark as to be likely, when used on or in connection with the goods or services of such other person, to cause confusion, to cause mistake, or to deceive.

WHEREFORE, Opposer believes that he has been and will continue to be damaged by the aforesaid registration and prays that Trademark Registration No. 78646142 be denied registration on the USPTO’s Primary Register or Supplemental Register, and for such other and further relief as may be deemed to be just and proper.

Respectfully submitted,

Mir Rahim

Date June 14, 2007

By _____
Michael T. Sawyer
Law Offices of Michael T. Sawyer
150 N. Michigan Avenue, Suite 2700
Chicago, Illinois 60601
(312) 856-9741
Attorney for the Petitioner

Date June 14, 2007

By /James J. Velasco/
James J. Velasco
150 N. Michigan Avenue, Suite 2700
Chicago, Illinois 60601
(312) 240-1122
Attorney for the Petitioner

Please note that Exhibits “B” through “E” are all
TWO-SIDED exhibits.

JOINDER IN ASSIGNMENT OF SERVICEMARK

WHEREAS, The Lakeshore Centre Holdings, L.L.C., an Illinois limited liability company, as the successor to Lakeshore Centre Limited Partnership, an Illinois limited partnership (hereinafter, the "Original Assignor"), did on April 7, 2006, by that certain Assignment (hereinafter, the "Original Assignment") a copy of which is attached hereto and incorporated herein by reference, assign to Mir Rahim the entire right, title, and interest in and to the servicemark CARDIO TENNIS, together with the entire goodwill of the business associated with that Mark; and

WHEREAS, the said Original Assignment correctly recited that Mir Rahim was the individual who had developed the Mark in 1995 but incorrectly recited that he had done so as an employee of the aforesaid Lakeshore Centre Limited Partnership whereas instead he was then employed by a management company, Club Corporation of America, succeeded by another management company, Lakeshore Management Group Lincoln Park, Inc., both successively contracted to perform their management services for the benefit of Lakeshore Athletic Club Lincoln Park, L.P., an Illinois limited partnership (hereinafter, the "Co-Assignor"), one of the operating club entities owned by the Original Assignor, which has at all times since continued to use the Mark;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the sufficiency and sufficiency of which are hereby acknowledged, Co-Assignor hereby joins in the Original Assignment as of the date thereof and jointly makes the Original Assignment to Mir Rahim together with the Original Assignor.

IN WITNESS WHEREOF, Co-Assignor has executed this instrument by its duly authorized General Partner, Lakeshore Athletic Club Lincoln Park, Inc., this 12th day of June, 2007.

Lakeshore Athletic Club Lincoln Park, L.P.
by Lakeshore Athletic Club Lincoln Park, Inc.,
General Partner

By: 
Walter Kaiser, As President of the General Partner

ASSIGNMENT OF SERVICEMARK

WHEREAS, The Lakeshore Centre Holdings, L.L.C., an Illinois limited liability company, as the successor to Lakeshore Centre Limited Partnership, an Illinois limited partnership, having its principal place of business at 70 East Lake Street, Suite 1600, Chicago, Illinois 60601 (hereinafter "Assignor"), owns, uses, and has used the servicemark CARDIO TENNIS in connection with its and its aforesaid predecessor's provision of physical fitness instructions and programs featuring tennis training since approximately September 1995 (hereinafter "the Mark"); and

WHEREAS, Mir Rahim, the individual who developed the Mark in 1995 as an employee of the aforesaid Lakeshore Centre Limited Partnership, residing at 7510 Tripp Avenue, Skokie, Illinois 60076 (hereinafter "Assignee"), is desirous of acquiring all of the right, title and interest of Assignor in, to and under the Mark, together with the goodwill of the business associated with the Mark;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged:

Assignor hereby sells, assigns, transfers, conveys, and sets over unto Assignee, his successors, legal representatives, and assigns the entire right, title, and interest in and to the Mark, together with the entire goodwill of the business associated with the Mark.

Assignor further hereby sells, assigns, transfers, conveys, and sets over unto Assignee, his successors, legal representatives and assigns all claims for damages by reason of past infringement of the Mark, together with the right to sue for and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of his successors, assigns, or other legal representatives.

Assignor further agrees to execute all such further documents as may be required in the pursuit of the registration of the Mark with the U.S. Patent and Trademark Office.

IN WITNESS WHEREOF, Assignor has executed this instrument by its duly authorized Manager, Kaiser Equities, L.P., this 7th day of April, 2006.

Kaiser Equities, L.P. as the Manager of
The Lakeshore Centre Holdings, L.L.C. (Assignor),
By Lake Shore Racquet Club, Inc.,
General Partner of said Manager

By: 

Walter Kaiser
Executive Vice President
Lake Shore Racquet Club, Inc.
(As the General Partner of Kaiser Equities, L.P.,
Manager of The Lakeshore Centre Holdings, L.L.C.)

Tennis General Information

Courts: 8 indoor tennis courts
4 outdoor tennis courts
2 platform tennis courts

Court time: Tennis court time is divided into prime and non-prime time.

Tennis Prime Time	\$15/hour
Monday - Friday	4:00-10:00 pm
Saturday - Sunday	8:00-6:00 pm
Outdoor courts	\$13/hour

Tennis Non-Prime Time	\$13/hour
Monday - Friday	before 4:00 pm after 10:00 pm
Saturday - Sunday	before 8:00 am after 6:00 pm

Outdoor Courts \$9/hour

Court Reservations: The reserving of court time is made through the Athletic Desk at Ext. 136. Members are requested to give their membership number when reserving courts. Reservations are accepted 7 days in advance. You may call 8 am - 6 pm Monday - Friday, and 8 am - 6 pm weekends. Payment is made upon check-in at the desk. Athletic members pay an additional \$12/hr.

Court Cancellations: Court reservations may be cancelled at no charge if the cancellation is 24 hours in advance. Any court cancellation less than 24 hours is subject to the sale of the court. If the court is not sold the member will be charged. Any member who reserved a court and does not show for the court will be charged.

Ball Machine: The ball machine and court may be reserved by calling the Athletic Desk at Ext. 136. Balls are included in the court fee, \$15.00 non-prime and \$19.00 prime time. Members may rent the ball machines during the prime time on a walk-in basis only.

Free Tennis Rating Clinics. Come and find out your playing ability. The Rating Clinic will help you find the right class at your level of play. Contact the Athletic Desk at ext. 136 to sign up.

Monday & Thursday	6:00 p.m. - 7:00 p.m.
Thursdays	11:00 a.m. - 12:00 p.m.

Tennis Mixers

Come join us for an evening of social tennis. Meet new players and enjoy 2 complimentary drinks and snacks. Guests are welcome! Tennis Mixers, Saturdays, 7:00-10:00 p.m. Members: \$17.00, non-members: \$25.00.

Sign up at the Athletic Desk
Sept. 9 & 23 Oct. 7 & 21

Non-members must pay at time of registration

Enrollment, Payment and Make-up Policies

1. All members will be billed on their Lakeshore account.
2. Non-members must pay at time of registration.
3. Fee is non-refundable except as follows:
 - a) medical disabilities a refund or a credit less a 10% processing charge shall be given from the date the refund is requested when accompanied with a doctor's statement explaining the nature of the disability or injury.
 - b) a refund or credit less a 10% processing charge shall be given to a student who drops a class before the first class.
 - c) a student shall be given a refund or credit should a class be cancelled after the start of session.
 - d) if a class is cancelled, Lakeshore Athletic Club will make every effort to reschedule the class on a date agreeable to all students.
4. There are no make-ups to ensure class consistency and quality. The Athletic Director must approve any exception.
5. There is a minimum and maximum enrollment per class.
6. The Athletic Director may only approve refunds or credits.
7. Prior to 3 weeks before the session is ending, you must pre-register to guarantee a spot in the next session.
8. Athletic members pay an additional fee of 25% and may enroll for one session only.
9. Non-members are allowed to take lessons in non-prime hours, for an additional fee of 25% and for one session only.

Signature _____

TENNIS MEMBERS

Come join us for an evening of social tennis. Meet new players and enjoy 2 complimentary drinks and snacks.

Guests are welcome!

\$20.00 for Members and Nonmembers for the summer (effective June 1st)

Friday's levels 3.0 - 5.0.

7:00 - 10:00 pm.

MEN'S & WOMEN'S OPEN COMPETITIVE PLAY

Sundays, level 4.5 and higher, summer hours 9:00 pm - 7:30 pm. Sign up at the Athletic Desk. Members \$14.00, Non-members \$17.00. Non-members must pay at time of registration.

TENNIS TOURNAMENTS

Women's 4.0 Doubles NJRP Tournament

October 3rd - 5th. Cost \$35 per team

2nd Annual Mescham's Mixed Doubles Tournament

November 14th-15th. Cost \$45 per team

Enrollment, Payment and Make-up Policies

- All members will be billed on their Lakeshore account.
- Non-members must pay at the time of registration.
- Fee is non-refundable except as follows:
 - medical disabilities a refund or a credit less a 10% processing charge shall be given from the date the refund is requested when accompanied with a doctor's statement explaining the nature of the disability or injury.
 - a refund or credit less a 10% processing charge shall be given to a student who drops a class before the first class.
 - a student shall be given a refund or credit should a class be cancelled after the start of the session.
 - If a class is cancelled, Lakeshore Athletic Club will make every effort to reschedule the class on a date agreeable to all students.
- There are no make-ups to ensure class consistency and quality. The Athletic Director must approve any exception.
- There is a minimum and maximum enrollment per class.
- The Athletic Director may only approve refunds or credits.
- Prior to 3 weeks before the session is ending, you must pre-register to guarantee a spot in the next session.
- Athletic members pay an additional fee of 25% and may enroll for one session only.
- Non-members are allowed to take lessons in non-prime hours, for an additional fee of 25% and for one session only.
- A 25% late fee will be added to the class fee if payments are not made by two weeks into the class.
- Any participant paying weekly will pay \$5.00 more per hour per class.

Tennis General Information

Courts:	8 indoor tennis courts 4 outdoor tennis courts 2 platform tennis courts	
Court time:	Tennis court time is divided into prime and non-prime time	
Tennis Prime Time		\$20/hour
Monday - Friday		4:00 - 10:00 pm
Saturday & Sunday		8:00 - 6:00 pm
Outdoor Courts		\$14.00/hour
Tennis Non-Prime Time		\$14/hour
Monday - Friday	before 4:00pm	
	after 10:00 pm	
Saturday & Sunday	before 8:00 am	
	after 6:00 pm	
Outdoor Courts		\$10.00/hour

Court Reservations: The reserving of court time is made through the Athletic Desk at ext. 136. Members are requested to give their membership number and phone number when reserving courts. Reservations are accepted 7 days in advance. You may call 8 am - 9 pm Monday - Friday and 8 am - 10 pm weekends. Payment is made upon check-in at the desk. Athletic members pay an additional \$12/hour.

Court Cancellations: Court reservations may be cancelled at no charge if the cancellation is 24 hours in advance. Any court cancellation less than 24 hours is subject to the sale of the court. If the court is not sold, the member will be charged. Any member who reserves a court and does not show for the court will be charged.

Ball Machine: The ball machine and court may be reserved by calling the Athletic Desk at ext. 136. Balls are included in the court fee. \$14.00 non-prime and \$20.00 prime time. Members may run the ball machines during prime time on a walk-in basis only. (We now have a "serving" ball machine available.)

Comparison of Athletic vs. Tennis Memberships: If you are an athletic member who plays tennis or are thinking about taking it up, you may want to change to a tennis membership. Your athletic membership requires you to pay \$12.00 more per court per hour, and 25% more for group lessons than tennis members. Why not look at what a tennis membership can offer you in savings?

	Athletic	Tennis
Prime Time Court	\$32	\$20
Non-Prime Time Court	\$26	\$14
Group Lessons (Prime) 8-week session	\$170	\$106
Group Lessons (Non-Prime) 8-week session	\$160	\$126
Individual Monthly Dues	\$85	\$90
Family Monthly Dues	\$144	\$154

Any individual upgrading to a tennis membership for an additional \$60.00 per year in dues, will recover that cost if he/she plays tennis just 5 times a year. If you would like more information on upgrading to a tennis membership please contact Mike Rahim at ext. 137.

Lake
ATHLETIC

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Tennis

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EXHIBIT "C"

1320 W. Full

(7)

Summer Tennis Registration Form 1997

Name _____ Membership # _____

Address _____ City _____ Zip _____

Work Phone _____ Home Phone _____

Instructor/Activity _____ Ability _____

Placed check _____ Early Bird _____ Weekend Drill & Play _____ Night Instructor Tennis League _____ Saturday League _____ Create A Group _____

List all available days and times you are able to participate in lessons, etc. _____

One or Two Hour Class _____ Number of Weeks _____ Amount _____

Session Dates: _____ May 27th - July 20th (8 weeks) _____

_____ July 21st - September 21st (13 weeks) * no class August 26th through September 1st.*

Signature _____

All members will be billed on their Lakeshore account. Non-members must pay at time of registration. Athletic members & non-members pay 25% more for lessons.

*Refunds at the discretion of the Athletic Director. No make-ups to ensure class quality & consistency.

Dear Member,

At Lakeshore Athletic Club we offer a wide variety of tennis programs. It is important to attend a tennis rating clinic before registering for any of these programs so that you are placed at the correct level. Please call the athletic office at (773) 477-0888 ext. 136 to sign up for a rating clinic. Our office hours are Monday - Friday, 9:00 am to 6:00 pm and Saturday & Sunday 9:00 am to 4:00 pm.

Sincerely,
Mike Rubin/Athletic & Tennis Director

N.T.R.P. RATING CLINICS

DAYS	TIMES
Tuesday	6-7 p.m.
Thursday	1-2 p.m.
Thursday	6-7 p.m.
Saturday	9-10 a.m.

SUMMER GROUP TENNIS SESSIONS

Summer court time is 1/2 off for members in the 8-week group tennis sessions in prime and non prime times.

May 27th - July 20th or July 21st - September 21st - 8 weeks

No class August 23rd through September 1st

Prime Time - \$17/hour Non-Prime Time - \$16/hour

\$12/hour - Early Birds

Lakeshore Athletic Club offers adult group lessons and Drill & Play groups Monday through Sunday, daytime and evening classes, at all levels of playing ability. You can be placed in a current class or you and your friends can create your own class by filling out the registration form at the end of the brochure. We also offer Early Bird, Weekend Drill & Play and Night Instructional Tennis Leagues and those days and times are listed below. If you have any questions you may contact ext.136.

Adult Tennis Groups

	Membership	
	Tennis	Athletic
Prime Time 8-week session		
One Hour Class	\$136	\$170
Two Hour Class	\$272	\$340
Non Prime Time 8-week session		
One Hour Class	\$128	\$160
Two Hour Class	\$256	\$320

DRILL & PLAY GROUPS

Early Birds Day	Level	Time	Membership	
			Tennis	Athletic
Tuesday	Intermediates	6:00 - 7:30 am	\$144	\$180
Thursday	Intermediates	6:00 - 7:30 am	\$144	\$180
Wednesday	Advanced Beginners	6:00 - 7:30 am	\$144	\$180

* Daytime and evening classes available.

WEEKEND DRILL & PLAY

Sunday	Advanced Player	10:00 - 12:00 pm	\$272	\$340
Sunday	Intermediates	12:00 - 2:00 pm	\$272	\$340
Sunday	Low Intermediates	2:00 - 4:00 pm	\$272	\$340

CREATE YOUR OWN GROUP

Tell us what days and times are good for you to play and we will create a group for you!

	Weekend
	Advanced
Saturday	4.0
	4.5
	Advanced
	5.0
	Low Inter
	3.5
	3.0
	Advanced
	2.5
	Night Instru
	Advanced
Tuesday	5.0
	Advanced
Wednesday	4.5

Private and semi-private lessons available. Lessons may be scheduled on weekends. Lessons may be scheduled on weekdays to get court time and pro.

COST

NO PR

Lakeshore Athletic Club is starting a Men's Tennis League. The objective with the Club is to provide a competitive play for men's tennis.

FLEXI

Players looking for new and an excellent opportunity. The Tennis Coordinator will be in the schedule each week. \$140/person for 8 weeks. \$75/person for 4 weeks. Please contact the Athletic Director for times.

Need a change or just want a workout, then you must help you burn up to 750 calories. For further information, or to

Times:

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

COST:

\$1

\$2

\$3

\$4

\$5

* First time participants

** Prepaid group members

100% to the Member, and nothing to the other
 Members of the Board.

MAN & WOMAN'S OPEN COMPETITIVE PLAY
 Ladies: Ladies' singles: 9:00am - 9:30pm. Sign-up on the 1st and 3rd Wednesdays. \$10.00. Ladies' doubles: 9:30am - 10:00am. Sign-up on the 1st and 3rd Wednesdays. \$10.00. Total number: 1000 per 1000. Total of 1000 per 1000.

(Product label) indicates more than \$100m. \$100m. Synonyms are listed
for "Synonyms" \$100m. For further information, see page 10
of the report.

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<p>Guest Representatives: The Bureau, all four agencies took an active role in the planning, management and execution of the symposium. The Bureau's primary role was to coordinate the symposium and to provide the necessary support. The Bureau also provided the necessary support for the symposium.</p>	<p>Guest Representatives: The Bureau, all four agencies took an active role in the planning, management and execution of the symposium. The Bureau's primary role was to coordinate the symposium and to provide the necessary support. The Bureau also provided the necessary support for the symposium.</p>	<p>Guest Representatives: The Bureau, all four agencies took an active role in the planning, management and execution of the symposium. The Bureau's primary role was to coordinate the symposium and to provide the necessary support. The Bureau also provided the necessary support for the symposium.</p>
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comparisons of America vs. Israeli memberships. It notes an online, free-of-charge news report on a "high school dropout" who may have been in a truck involved in the 9/11 terrorist attack that says he had a "Six Shooter" gun for sale on the Internet, and a person who had been in Israel, "before the 9/11 attack," and "was involved in the Six Shooter" sale. The report also states that the "Six Shooter" was a "high school dropout" who "was involved in the Six Shooter" sale.

At Lakeside Artistic Club we offer a wide variety of hobby programs. Remember to submit a time-saving check before registering for any of these programs so that we can place it in the correct book. Please call the artist's office at 1771-677-8855 ext. 136 to sign up for a class check. Our office hours are Monday - Friday 9:00 am to 7:00 pm, Saturday 9:00 am to 4:30 pm and Sunday 9:00 am to 12:00 pm.

So sorry
but had to begin of sending it down.

8 19 2 9099 0.9825

DAYS	TIMES
Monday	6:30 pm
Tuesday	6:30 pm
Thursday	6:30 am
Sunday	11:00 am

GROUP TENNIS SESSIONS

Two 8-Week Sessions or One 12-Week Session

June 1st-July 12th & July 13th-August 20th

No classes July 30 or 31st

Room: _____ Room Name: _____

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020

For members who pre-pay for a 6 week tennis season, court fees during non-prime time hours are 1/2 off for the duration of the season. If you pre-pay for the 12 week season court time during prime time is 1/2 off & non-prime time hours is FREE!

Lakeshore Athletic Club offers adult group fitness and Drill & Play groups Monday through Sunday, daytime and evening classes, at all levels of playing ability. You can be placed in a current class or you and your friends can create your own class by filling out the registration form. We also offer Early Bird, Weekend Drill & Play and Night Intramural Tennis leagues and these days and times are listed below. If you have any questions, call my contact no. 136.

Star Trek: Voyager	Season 1	Season 2
Prime Time 6-week season	1997	1998
One Day (1997)	1997	1997
Two Day (1997)	1997	1997
Non-Prime Time 6-week season	1997	1998
One Day (1997)	1997	1997
Two Day (1997)	1997	1997

ORIN A. RAY, OROUO

Early Start Day	Event	Time	Room	Address
Thursday	Introduction	8:00 - 9:00 am	1157	1157
Friday	Introduction	8:00 - 9:00 am	1157	1157
Saturday	Advanced Beginner	8:00 - 9:00 am	1157	1157

* Daytime and evening classes available.

Abstract

Category	Adjusted Payer	Q1 (Q)	Q3 (Q)	Q1 (Q)	Q3 (Q)
Category	Intermediates	10.00	10.00 pm	10.16	10.16
Category	Low Intermediates	12.00	12.00 pm	12.16	12.16
Category	High Intermediates	14.00	14.00 pm	14.16	14.16

Tell us what day	0
will create a pro	
flight instructions	
Adm	
Tuesday	4 5 5
Wednesday	5 5

Private and semi-
workshops, lessons
going to take place
in and over the air

I'm teaching English
 and is studying a lot
 of things and with my
 own computer. I'm
 also a teacher.

1994 - 1995: 1st year of postgraduate research, with particular emphasis on the development of the research proposal.

C[C@H]1C(C)(C)O[C@H]2C(C)(C)O[C@@H]1C2

• *Staphylococcus aureus*

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

MEN'S & WOMEN'S OPEN COMPETITIVE PLAY
Sundays, level 4.5 and higher, hours 7:00 pm - 9:30 pm. Sign up at the Athletic Desk. Members \$17.00, Non-members \$20.00. Non-members must pay at time of registration.

CHALLENGE LADDER

Lakeshore Athletic Club has a Daytime Goggles Challenge Ladder and is starting a Men's & Women's Singles Challenge Ladder. Our main objective with the Challenge Ladder is to create an atmosphere of fun, yet competitive play, for all the members. Contact ext. 136 to get started.

DAYTIME WOMEN'S TRAVELING TEAM

Day	Level	Time
Friday	4.5	10:00 - 12:00 pm
Friday	Open Play	10:00 - 12:00 pm

Enrollment, Payment and Make-up Policies

- All members will be billed on their Lakeshore account.
- Non-members must pay at the time of registration.
- Fee is non-refundable except as follows:
 - medical disabilities a refund or a credit less a 10% processing charge shall be given from the date the refund is requested when accompanied with a doctor's statement explaining the nature of the disability or injury.
 - a refund or credit less a 10% processing charge shall be given to a student who drops a class before the first class.
 - a student shall be given a refund or credit should a class be cancelled after the start of the session.
 - if a class is cancelled, Lakeshore Athletic Club will make every effort to reschedule the class on a date agreeable to all students.
- There are no make-ups to ensure class consistency and quality. The Athletic Director must approve any exception.
- There is a minimum and maximum enrollment per class.
- The Athletic Director may only approve refunds or credits.
- Prior to 3 weeks before the session is ending, you must pre-register to guarantee a spot in the next session.
- Athletic members pay an additional fee of 25% and may enroll for one session only.**
- Non-members are allowed to take lessons in non-prime hours, for an additional fee of 25% and for one session only.**
- A 20% late fee will be added to the class fee if payments are not made by two weeks into the class.
- Any participant paying weekly will pay \$5.00 more per hour per class.

Tennis General Information

Courts:	6 indoor tennis courts 4 outdoor tennis courts 2 platform tennis courts	
Court time:	Tennis court time is divided into prime and non-prime time	
Tennis Prime Time	\$25 /hour	
Monday - Friday	4:00 - 10:00 pm	
Saturday & Sunday	8:00 - 6:00 pm	
Outdoor Courts	\$17.00/hour	
Tennis Non-Prime Time	\$17/hour	
Monday - Friday	before 4:00pm	after 10:00 pm
Saturday & Sunday	before 8:00 am	after 6:00 pm
Outdoor Courts - Prime	\$15.00/hour	
Non-Prime	\$17.00/hour	

Court Reservations: The reserving of court time is made through the Athletic Desk at ext. 135. Members are requested to give their membership number and phone number when reserving courts. Reservations are accepted 7 days in advance. You may call 8 am - 9 pm Monday - Friday and 8 am - 6 pm weekends. Payment is made upon check-in at the desk. Athletic members pay an additional 25%.

Court Cancellations: Court reservations may be cancelled at no charge if the cancellation is 24 hours in advance. Any court cancellation less than 24 hours is subject to the sale of the court. If the court is not sold, the member will be charged. Any member who reserves a court and does not show for the court will be charged.

Ball Machine: The ball machine and court may be reserved by calling the Athletic Desk at ext. 135. Balls are included in the court fee. \$17.00 non-prime and \$23.00 prime time. Members may rent the ball machines during prime time on a walk on balls only. (We now have a "serving" ball machine available.)

Comparison of Athletic vs. Tennis Memberships: If you are an athletic member who plays tennis or are thinking about taking it up, you may want to change to a tennis membership. Your athletic membership requires you to pay 25% more per court per hour, and 25% more for group lessons than tennis members. Why not look at what a tennis membership can offer you in savings?

	Athletic	Tennis
Prime Time Court	\$25	\$23
Non-Prime Time Court	\$21	\$17
Group Lessons (Prime)	\$225	\$160
Group Lessons (Non-Prime)	\$214	\$171
Individual Monthly Dues	\$92	\$67
Family Monthly Dues	\$156	\$166

Any individual upgrading to a tennis membership for an additional \$60.00 per year in dues, will recover that cost if he/she plays tennis just 5 times a year. If you would like more information on upgrading to a tennis membership please contact Mr. Rahim at ext. 132.



1999 Winter Tennis Registration Form

Name _____ Membership # _____

Address _____ City _____ Zip _____

Work Phone _____ Home Phone _____

Ability _____

Please check: _____ Weekend Drill & Play _____ Daytime Women's Traveling Team _____

_____ Create Your Own Group _____ Group Lessons*

Best days and times to participate _____

*One or Two Hour Class _____

Session Date: _____ Jan. 25th - Mar.28th _____ Mar. 29th - May 30th *No classes Nov. 26th or Dec. 21st - Jan. 3rd

All members will be billed on their Lakeshore account. Non-members must pay at time of registration. Athletic members & non-members pay 25% more for lessons.
 -Refunds at the discretion of the Athletic Director-No make-ups to ensure class quality & consistency

Signature _____

Dear Member,

At Lakeshore Athletic Club we offer a wide variety of tennis programs. It is important to attend a tennis rating clinic before registering for any of these programs so that you are placed at the correct level. Please call the athletic office at (773) 477-9888 ext. 136 to sign up for a rating clinic. Our office hours are Monday - Friday, 8:00 am to 8:00 pm, Saturday & Sunday 8:00 am to 4:00 pm.

Sincerely,
 Mir Rahim/Director of Athletic & Tennis

N.T.R.P. RATING CLINICS

DAY	TIME
Saturday	9-10 a.m.

GROUP TENNIS SESSIONS

9 Week Sessions
 Jan. 25th - Mar.28th; March 29th - May 30th
 Prime Time - \$20/hour; Non-Prime Time - \$19/hour
 \$19/hour - Early Birds

For members who pre-pay for a 9 week tennis session, court fees during non-prime time hours are 1/2 off for the duration of the session.

Lakeshore Athletic Club offers adult group lessons and Drill & Play groups Monday through Sunday, daytime and evening classes, at all levels of playing ability. You can be placed in a current class or you and your friends can create your own class by filling out the registration form. We also offer Early Bird, Weekend Drill & Play and Night Instructional Tennis Leagues and those days and times are listed below. If you have any questions you may contact ext.136.

Adult Tennis Groups	Membership	
	Tennis	Athletic
Prime Time 9-week session		
One Hour Class	\$180	\$225
Two Hour Class	\$360	\$450
Non-Prime Time 9-week session		
One Hour Class	\$171	\$214
Two Hour Class	\$342	\$427

DRILL & PLAY GROUPS				
Early Birds	Level	Time	Membership	
			Tennis	Athletic
Tuesday	Intermediates	6:00 - 7:30 am	\$256	\$321
	3.5-4.0	6:00 - 7:30 am	\$256	\$321
Thursday	Advanced Beginners	6:00 - 7:30 am	\$256	\$321
	2.5-3.0	6:00 - 7:30 am	\$256	\$321

* Daytime and evening classes available.

Weekend Drill and Play				
Sunday	Level	Time	Membership	
			Tennis	Athletic
Sunday	Advanced Player	10:00 - 12:00 pm	\$360	\$450
	Intermediates	12:00 - 2:00 pm	\$360	\$450
Sunday	Low Intermediates	2:00 - 4:00 pm	\$360	\$450
	3.0-4.5	2:00 - 4:00 pm	\$360	\$450

* Many other class days and times are offered.
 Please contact Dana Naegel at ext. 133 for more options.

CREATING

Tell us what your best a group for you!

PRIVATE

Private and semi-private weekends. Lessons may be going to take lessons for to get court time and pro

COST: \$
 \$
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Head Pro's

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NO PRIV

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TENNIS

The tennis challenge is a n your tennis skills by playing play semi competitive tennis on Mondays from 8 - 10 pm, all levels welcome. M depending on the amount matches and balls will be

Lakeshore wants all of our participate in these fun yet a great opportunity to test gained from your tennis to tennis group lesson session participants and other tennis & each session the levels These match days, times a prior to the actual tournament session will also take place

FLEXIBLE

Players looking for new an excellent opportunity to The Tennis Coordinator may the schedule each week at \$30.00/person Cost includes entry fee and own court time costs. Please contact the Athletic and times.

Need a change or just want workout, then you must try help you burn up to 750 calories further information, or to re

Saturday

COST: \$13
 \$12

**First time participants re
 **Prepaid group members

Come join us for an evening 2 complimentary drinks and Guests are welcome! \$23.00 for Members and \$25.00 for non-members Friday's and Saturday's leve

Find out the headbally fun of Cardio Tennis.



New Cardio Tennis Bootcamp class!

An hour and a half of cardio and plyometric drills designed to enhance all athletic performance.
For people looking for a super hardcore workout in a different type of environment.

If you think you're tough, try cardio bootcamp for a night!
(Minimal tennis experience required)

Monday & Wednesday : 6-7pm Cost:\$15
(3 Cardio Tennis Classes)

Cardio Bootcamp Tuesdays : 6:30-8:00pm Cost:\$25

For more information and if you are attending class for the first time,
please contact Tim Seaman : 312.644.4880 ext.102

Downtown | 441 N. Wabash | 312.644.4880

It's a good time to join the Club.

Lakeshore
DOWNTOWN
ATHLETIC CLUB

Tired of the Treadmill? Try out Cardio Tennis.



We offer 3 Cardio Tennis Classes: Monday and Wednesday from 6pm-7pm. The workout of the future!

New Cardio Tennis Bootcamp class: an hour and a half of cardio and plyometric drills designed to enhance all athletic performance. For people looking for a super hardcore workout in a different type of environment.

If you think you're tough, try cardio bootcamp for a night!
(Minimal tennis experience required)

Monday Wednesday : 6-7pm Cost:\$15

Cardio Bootcamp Tuesdays : 6:30-8:00pm Cost:\$25

For more information and if you are attending class for the first time,
please contact Tim Beannan : 312.644.4880 ext.122

Downtown | 441 N. Wabash | 312.644.4880

It's a good time to join the Club.

Lakeshore
DOWNTOWN
ATHLETIC CLUB

EXHIBIT "H"

Time to build up your endurance and speed.

NEW Cardio Tennis Class:

For those who want a high
cardio exercise and to work
on their tennis strokes.
All levels are welcome.

Cost

Member	\$10
Non Member	\$15

When

Monday 5:00pm | Tuesday at noon

For more information, contact Racquet
Sports Director Tim Bearman at
312-644-4880 ext 122 or sign up at
the Program desk.

Downtown
441 N. Wabash
312.644.4880

It's a good time to join the Club.

Lakeshore
ATHLETIC CLUBS



BORED?
Try out
cardio tennis

Mondays & Wednesdays, **6 pm**
Thursdays, **noon**

Mondays, Wednesdays & Thursday!

New Cardio Tennis Bootcamp class!

An hour and a half of cardio and plyometric drills designed to enhance all athletic performance. For people looking for a super hardcore workout in a different type of environment.

If you think you're tough, try cardio bootcamp for a night! *(Minimal tennis experience required)*

Cost: **\$10**

For more information, contact Tim Bearman at
Tim.Bearman@LakeshoreAthleticClubs.com

Lakeshore
DOWNTOWN
ATHLETIC CLUB

Combination of Tennis and Aerobics Can Provide . . .A Hearty Workout

Author(s): BOB RICHARDS **Date:** April 16, 1995 **Page:** 27 **Section:** SPORTS SUNDAY

The evolution of the women's fitness movement never stops. What passes for exercise one day might be dismissed as too passive the next. Take tennis, a boom sport in the 1970s, but an activity with a drop in overall participation in recent years.

Here's the problem from a fitness point of view. Tennis is fun to play, but doesn't burn enough fat for the amount of time spent. Aerobics keeps the fat off, but the same routine day after day can be boring. Here's one solution for women who want it all. Cardio Tennis, a new class offered at Lakeshore Athletic Club, combines tennis drills, aerobics and weight training. It's a great way to play tennis in a fast-paced environment while improving your cardiovascular system and your tennis strokes.

"I get a great workout from Cardio Tennis," said class participant Audrey Matthies. "I'm getting aerobic exercise and a tennis lesson combined."

This class will give you nonstop forehand drills, backhand drills, the full range of tennis while keeping your heart pumping close to full throttle. Right away, you're thinking: After I hit the ball, I get to rest. Oh no you won't. This class includes real hitting and shadow hitting. When the ball isn't coming your way, you act as though it is. The action never stops.

"The whole idea is to bring it back again. Tennis is really going downhill nationwide," said **Mir Rahim**, tennis pro at Lakeshore. "I've also seen the trend in fitness where a lot of people feel that exercise itself is boring."

So Rahim and aerobics instructor Carol Hartley decided to combine their expertise and created the Cardio Tennis program.

"It has turned out to be a pretty good situation for us," Rahim said.

"I venture to say it's more strenuous than most aerobics classes," Hartley said.

Classes have been free and open to the public this month at Lakeshore-Downtown. More classes will begin soon, Rahim said.

"It's a class that improves your tennis by improving your aerobic capacity, while at the same time improving your tennis skills," Hartley said. "The people are all tennis players, but they are at all different levels."

Class members begin each session, currently Wednesdays at 11:30 a.m., with a warmup that consists of walking around the court and then walking in a figure-eight pattern. Some stretching follows and then the drills begin.

"After a proper warmup and stretching, we put them through a 25-minute workout," Rahim said. "For those 25 minutes, they are constantly moving their feet. There's no time in between for them to stop."

"We work in the aerobic portion by keeping the class moving constantly," Hartley said. "An activity is aerobic when you're in a constant state of motion and your heartbeat is elevated to 60 to 80 percent of your normal heart rate maximum."

This is where the shadow drills come in.

EXHIBIT "J"

"By shadow drills, we mean that the person is not actually hitting the ball, but is making the same motion used when hitting the ball."

"Participants get to hit a lot of balls and get a lot of exercise," said instructor Peter Ahmes. "We stress the importance of being quick and getting the footwork right, along with giving tips for improving forehand and backhand strokes."

Toward the end of the hour or beyond that, a little bit of actual tennis is played as participants divide up by ability. That is followed by some light muscle training to help these tennis "fat-eaters" retain their body mass, because as Rahim said, "most metabolism takes place in muscle tissue."

"At the end of the class, we pull out the mats and we do some lower body conditioning like squats, situps and other body strengthening exercises."

The operative word is fun, Rahim and Hartley stressed. They want dormant tennis players who are otherwise active to give it a try. You're not there to win points, you're there to get in shape to win points.

"It's a total workout," Rahim said. "I think this will be Lakeshore's contribution to tennis."

For now, the classes are free to members and nonmembers at Lakeshore. That will continue through April and maybe into May. For information, call Hartley at (312) 644-4880, Ext. 144, or Rahim at Ext. 132.

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Chicago Tribune, October 6, 1996 (Copy w/ Cite)

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Chicago Tribune, October 6, 1996

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Chicago Tribune

October 6, 1996 Sunday, CHICAGOLAND FINAL EDITION

SECTION: WOMANEWS; Pg. 5; ZONE: CN; YOU AT YOUR BEST. Tip of the week.**LENGTH:** 80 words**HEADLINE:** NETTING FITNESS BENEFITS**BODY:**

Tennis is a lifetime sport that can be learned at any age. But some avoid the game because it can be very competitive. If you're interested but intimidated, consider making your goal just hitting the ball with a friend for an hour. Or, sign up for tennis drill classes, such as Lakeshore Athletic Club Lincoln Park's **Cardio Tennis sessions**, that use tennis moves for a heart-pumping exercise hour. You'll get the aerobic benefits without the pressure of winning or losing.

GRAPHIC: PHOTOPHOTO (color): (Tennis ball.)**LOAD-DATE:** October 6, 1996Source: [News & Business](#) > [News](#) > [News, All \(English, Full Text\)](#)Terms: "cardio tennis"dui ([Edit Search](#))

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Aerobics-tennis combination gives invigorating intensity to workout

By Patrick Z. McGavin

SPECIAL TO THE TRIBUNE

Two years ago, Mir Rahim realized he needed to reinvigorate the tennis program at the Lakeshore Athletic Club. There was declining interest in the game as members shifted their attention to what they perceived as more intense and progressive workouts.

Even among tennis purists, there is considerable debate about the effectiveness of the workout tennis provides. With its sudden fluctuations in movement, stopping and starting, lunging and darting, it accelerates and then quickly depresses the heart rate.

"The tennis workout isn't necessarily detrimental," says Rahim, the club's tennis director. "The key is people go out to play, to have fun, and [the athletes] feel it doesn't do anything for their workout or their physical appearance. People are going on the treadmills, Stairmasters and are actually losing weight and burning fat, feeling and looking good. What I wanted to do was bring [aerobics] to the tennis courts."

About 18 months ago, Rahim, a 47-year-old Pakistan-born tennis instructor, pioneered a groundbreaking workout program. The structure is relatively straightforward. On one side of the court, a professional hits a succession of balls to as many as 10 players. The players form a straight line and hit a variety of groundstrokes, beginning with the forehand and backhand, volleys and overhead shots for an uninterrupted 25 minutes.

The pro conducting the class alters the placement of the ball—some deep on the baseline, some shallow—forcing the player to anticipate and move to the ball.

The program begins with a vigorous stretching and warmup period developed by Rahim's collaborator in the program, Carol Hartley. After the tennis portion, Hartley concludes the workout with a strenuous cool-down session, a full complement of push-ups and situps and stretching to develop the quadriceps, ham-

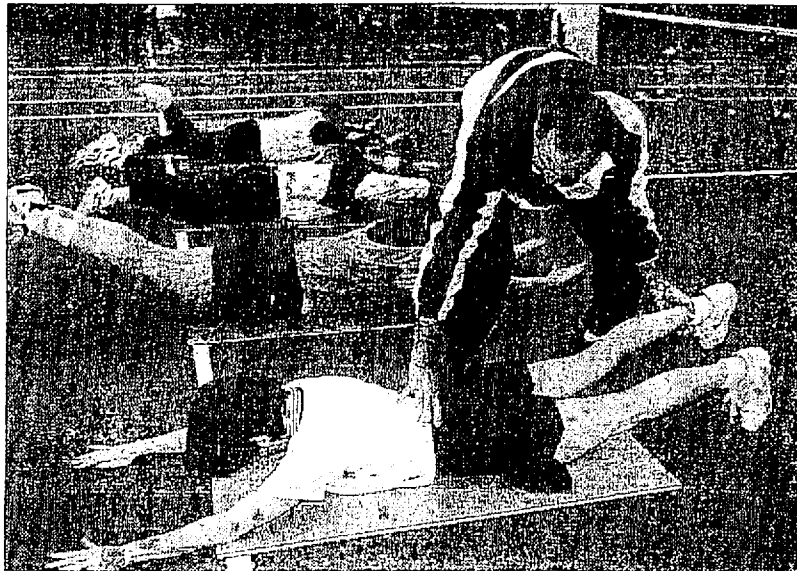


Photo for the Tribune by Tim Zielenbach

Lakeshore Athletic Club's tennis director, Mir Rahim, puts members through stretching exercises as part of the club's cardio tennis program.

Fit for action

strings, thighs, shoulders, abdominal muscles and chest.

"I will give them the workout of a lifetime," Rahim insists. "It's fun and exciting. You're going to hit some balls. More importantly, the program has been designed in a way that people are continuously moving their feet. You're not running a 100-yard dash. You're running at a steady pace, getting an elevated heart rate and making the transition from one stroke to another stroke without any kind of stops."

Hartley says the greatest deficiencies she finds in most tennis players, irrespective of their abilities, is the absence of aerobic fitness.

"Being able to run constantly and consistently," Hartley says. "With cardio tennis you're using all of the muscle groups simultaneously. What we do is strengthen each major muscle group by isolating them. The tennis feeds off the aerobics and the aerobics feeds off the tennis."

Cardio tennis has made a deep impression on the Lakeshore

members. There are four classes at its 441 N. Wabash complex and 12 at the 1320 W. Fullerton address.

"When I first learned of the program, I was very skeptical," says Chicagoan John Jimenez, 51, a skilled player with a 5.0 rating (on a 6.0 scale). "You get in shape to play tennis, you don't play tennis to get in shape."

"I saw 'aerobic tennis,' and I thought, 'What is that?' But then I took a class, and my first impression was it's a fantastic workout. It's exhilarating. What's great about the program is that it's beneficial to either a beginning player or a top-level professional, because it incorporates the mechanics of the game, like the groundstrokes, with a vigorous cardiovascular workout."

Rahim says once word on the program spread and several specialized tennis publications wrote about it, he has been fielding calls from as far away as Australia.

"This is not an instructional program. It's an exercise program," he says. "What the program allows is the chance to play tennis while [athletes] are getting cardiovascular benefits."

Chicago Tribune

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Wang, Z. and Wang, Y. (2012) 'The impact of the 2008 financial crisis on the Chinese stock market', *Journal of International Finance*, 108(1), 1-15.

1. *Journal of the American Medical Association*, 1997; 277: 1039-1043.

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Journal of Management Education 36(7) 809–824

Abstract

NONEXCLUSIVE TRADEMARK LICENSE AGREEMENT

THIS TRADEMARK LICENSE AGREEMENT (hereinafter "Agreement") is made and entered into as of this 7th day of April, 2006, by and between Mir Rahim (hereinafter "Licensor"), and The Lakeshore Centre Holdings, L.L.C., an Illinois limited liability company, as the successor to Lakeshore Centre Limited Partnership, an Illinois limited partnership, having its principal place of business at 70 East Lake Street, Suite 1600, Chicago, Illinois 60601 (hereinafter "Licensee").

WITNESSETH:

This Agreement is made and entered into with reference to the following facts:

A. Licensor has used and owned the service mark CARDIO TENNIS in connection with physical fitness instruction and programs featuring tennis training since developing it in approximately September 1995 (hereinafter "the Mark");

B. Licensee has previously assigned to Licensor any and all of its previous right, title, and interest in and to the mark; and

C. Licensee desires to continue to use the Mark to promote, advertise, and market its physical fitness instruction and programs featuring tennis training in all of its Chicago-area and Colorado health clubs, and in all other geographical markets in which Licensee now operates or may expand, and the Licensor is willing to grant to the Licensee a non-exclusive license to do so.

NOW, THEREFORE, in consideration of the mutual covenants and promises hereinafter set forth, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, it is agreed as follows:

1. GRANT OF LICENSE

A. Subject to the terms and conditions set forth in this Agreement, Licensor hereby grants to the Licensee a non-exclusive, non-transferable, royalty-free license to use the Mark in connection with physical fitness instruction and programs featuring tennis training at Licensee's health clubs.

B. In consideration of the grant of license in paragraph A of this section, Licensee shall make an annual payment to Licensor of One Dollar (\$1.00) to be payable on the date of execution of this Agreement.

C. The grant of license in paragraph A of this section does not include the right of the Licensee to grant sublicenses and Licensee is barred from doing so.

D. Licensee acknowledges and agrees that Licensor intends to license the Mark nationally, to all present licensees of the Mark from the United States Tennis Association ("USTA"), promptly after obtaining the cancellation of the USTA's infringing registration of the same Mark by the United States Patent and Trademark Office. Licensee shall, as a condition of this License, cooperate fully with Licensor in regard to

all aspects of said cancellation and the re-registration of the Mark in Licensor's ownership and name.

E. Licensee acknowledges and agrees that the rights granted to Licensee by and obtained by Licensee as a result of or in connection with this Agreement are license rights only, and nothing contained in this Agreement constitutes or shall be construed to be an assignment of any or all of Licensor's rights in the Mark.

2. LICENSOR'S CONTROL

A. In order to protect and preserve Licensor's rights in the Mark, Licensee understands, acknowledges, and agrees that Licensee's use of the Mark shall be subject to supervision and approval as to all aspects of the quality of fitness instructions and programs connected with the Mark.

B. Any subsequent alteration, modification, or change in the use of the Mark by Licensee must be reviewed and approved by Licensor prior to implementation of such alteration, modification, or change.

3. USE OF THE MARK

A. Licensor retains the right to specify from time to time, the format in which Licensee shall use and display the Trademark, and Licensee shall only use or display the Trademark in a format approved by Licensor.

B. Every use of the Mark by Licensee shall incorporate in an appropriate manner a "tm" or "sm" for the purpose of protecting the Mark.

C. Licensee shall not at any time, whether during or after the term of this Agreement, do or cause to be done any act or thing challenging, contesting, impairing, invalidating, or tending to impair or invalidate any of Licensor's rights in the Mark or any registration(s) derived from such rights.

D. Licensee acknowledges and agrees that Licensor has, shall retain, and may exercise, both during the term of this Agreement and thereafter, all rights and remedies available to the Licensor, whether derived from this Agreement, from statute, or otherwise, as a result of or in connection with Licensee's breach of this Agreement, misuse of the Mark, or any other use of the Mark by Licensee which is not expressly permitted by this Agreement.

4. TERM

A. The term of this Agreement shall commence on the date of its execution and shall continue (unless sooner terminated) until five (5) years after said date.

B. This Agreement can be terminated by either Licensor or Licensee upon a material breach hereof by the other, which breach remains uncorrected after the expiration of a 30-day cure period beginning on the delivery of written notice of the breach to the breaching party. If a party seeks relief based on an alleged material breach of this Agreement, the

prevailing party shall be entitled to recover from the losing party reasonable attorney's fees and expenses incurred in connection with the proceeding.

C. All rights granted by this Agreement including, without limitation, Licensee's right to use the Mark, shall expire upon termination of this Agreement, and upon termination Licensee shall immediately cease and desist from all further use of the Mark.

5. PROTECTION

A. The Licensee shall promptly notify Licensor of any and all infringements, imitations, simulations or other illegal use or misuse of the Mark which come to the Licensee's attention. As the owner of the Mark, Licensor shall determine whether to take any action to prevent the infringement, imitations, simulation or other illegal use or misuse of the Mark. If Licensor elects not to take such action, the Licensee may take such action at the Licensee's expense if it has received Licensor's prior written approval to take such action. In this event, Licensor shall, at the Licensee's expense, cooperate in such action with the Licensee including, without limitation, joining as a party. Any money recovered by way of damages or otherwise with respect to such action shall be kept by the party which bore the costs of such action; or, in any case where the parties have shared the costs, such money shall be shared in proportion to the costs borne by each party.

B. The Licensee shall render Licensor all reasonable assistance requested by Licensor in connection with any matter pertaining to the protection, enforcement or infringement of the Mark, whether in the courts, administrative or quasi-judicial agencies, or otherwise.

6. NEW TRADEMARKS

Should the Licensee desire to develop a trademark using the name "CARDIO TENNIS" in any form other than the Mark, it must first consult with and obtain the written approval of Licensor, which may be withheld in his sole discretion. Such newly developed trademarks will be registered in the name of Licensor, and will be deemed to be a servicemark licensed to the Licensee hereunder and will be subject to all of the terms and conditions of this Agreement. Such approval will not be contingent upon the payment of any fee or royalties to Licensor; however, the cost of obtaining and maintaining such new trademarks shall be borne solely by the Licensee.

7. WARRANTIES

Licensor represents and warrants that (1) he is the rightful owner of the Mark (subject, if at all, to any conflicting rights, if any, derived by the USTA from its aforesaid infringing registration that licensor is petitioning to cancel); (2) he has the authority to license the Mark to Licensee for use under the terms and conditions herein set out; (3) the terms and conditions of this Agreement do not violate the terms and conditions of any other agreement executed by Licensor, and the performance by Licensee hereunder will not violate the terms and conditions of any such agreement.

8. DISPUTE RESOLUTION

A. Mediation. If a dispute arising under this Agreement cannot be resolved by the personnel directly involved, either party may invoke the dispute resolution procedure set forth in this section by giving written notice to the other party designating a person with appropriate authority to be its representative in negotiations relating to the dispute. Upon receipt of such notice, the other party shall, within five business days, designate a person with similar authority to be its representative. The designated persons shall, following whatever investigation each deems appropriate, promptly enter into discussions concerning the dispute. If the dispute is not resolved as a result of such discussion, an attempt will be made to resolve the matter by a formal non-binding mediation with an independent neutral mediator agreed to by the parties. If the parties cannot agree on the mediator within a period of 30 days, then **the American Arbitration Association** shall be asked to select a mediator, and the parties agree to be bound by this choice and to enter into a mediation procedure with that mediator. Upon commencement of the mediation process, the parties shall promptly through counsel communicate with respect to a procedure and schedule for the conduct of the proceeding and for the exchange of documents and other information related to the dispute. The mediation process will be deemed ended when either party or the mediator, in good faith, asserts in writing that an impasse has been reached.

B. Arbitration. Any and all disputes between the parties arising under or related to this Agreement that are not resolved in accordance with the provisions of 7A above within 90 days after appointment of the mediator shall be conclusively determined by final and binding arbitration in accordance with the Commercial Arbitration Rules of the American Arbitration Association then obtaining, unless the parties mutually agree in writing otherwise. No arbitration may commence until after the mediation set forth in 7A above has taken place. The award or determination of the arbitrator or arbitrators shall be final and binding on the parties, and judgment on the award may be entered in any court having jurisdiction thereof. The arbitrator or arbitrators shall not act as amiable compositors. The parties acknowledge and agree that the transactions contemplated by this Agreement, and any disputes that may arise hereunder or in relation to or involving this Agreement, involve interstate commerce, and the obligations of the parties hereunder involve substantial interstate activities. The mediation and arbitration set forth here shall take place at a location mutually agreed on by the parties, which agreement shall not be unreasonably withheld. The prevailing party may be reimbursed such of its reasonable attorneys' fees and costs, if any, as may be determined by the arbitrator. This arbitration agreement shall survive termination of this Agreement.

9. MISCELLANEOUS

A. Notices. All notices, requests, demands, consents, and other communications required or permitted hereunder shall be in writing and shall be delivered personally or mailed by certified or registered mail (return receipt requested), postage prepaid, provided that any notice delivered by certified or registered mail shall also be delivered by facsimile at the same time of such delivery. When such facsimile is sent, notices shall be deemed given upon dispatch of such facsimile and the return of an acknowledgment of an acceptable transmission. Facsimiles shall be sent on business days or, if sent on a weekend or holiday, will be deemed received on the next normal business day. If the

notice is delivered personally, it shall be deemed given when delivered. All communications hereunder shall be delivered to the respective parties at the following address (or to such other person or at such other address for a party as shall be specified by like notice, provided that notices of a change of address shall be effective only upon receipt thereof):

As to Licensor:

Mr. Mir Rahim
7510 Tripp Avenue
Skokie, Illinois 60076
with a copy to:
The Law Offices of Michael T. Sawyer
150 N. Michigan Ave., Suite 2700
Chicago, IL 60601

and

As to Licensee:

Lakeshore Centre Holdings, L.L.C.
70 East Lake Street, Suite 1600
Chicago, Illinois 60601

B. Choice of Laws. This Agreement shall be governed by the laws of the State of Illinois and federal trademark law, and any other questions arising hereunder shall be construed or determined according to such law.

C. Successors. This Agreement shall not be assigned by either party without the express written consent of the other party, except in connection with the transfer of all or substantially all of the operations of a party. The terms, covenants, and conditions of this Agreement shall be binding on and shall inure to the benefit of the heirs, executors, administrators, successors, and assigns of the respective parties hereto.

D. Survival. This Agreement shall survive the close of this transaction and shall remain a binding contract between the parties.

E. Headings. Headings at the beginning of each section of this Agreement are solely for the convenience of the parties and are not part of this Agreement.

F. Time. Time is of the essence of this Agreement, it being understood that each date set forth herein, and the obligations of the parties to be satisfied by such date, have been the subject of specific negotiations by the parties.

G. Entire Agreement. This Agreement and the items incorporated herein contain all the agreements of the parties hereto with respect to the matters contained herein, and no prior agreement or understanding pertaining to any such matter shall be effective for any purpose. No provisions of this Agreement may be amended or modified in any manner

whatsoever except by an agreement in writing by duly authorized officers of each of the parties hereto.

H. Invalid or Unenforceable Provisions. In the event that any provision of this Agreement shall be found by an arbitrator or court of competent jurisdiction to be invalid or otherwise unenforceable, the remaining portions hereof shall continue in full force and effect.

EXECUTED as an instrument under seal as of the day and date first above written.

LICENSOR:

By: —ST Zalin
Mir Rahim

LICENSEE:

By: Walter Kaiser
Walter Kaiser
Executive Vice President
Lake Shore Racquet Club, Inc.
(As the General Partner of Kaiser Equities, L.P.,
Manager of The Lakeshore Centre Holdings, L.L.C.)

 Print Article

James R. Baugh
Director at Large

James (Jim) R. Baugh, President of the Tennis Industry Association, was elected to his second consecutive term as Director at Large on the USTA Board in January 2005. He is a key leader in spearheading the largest industrywide initiative to grow tennis participation—the Tennis Welcome Center initiative, which includes a national marketing effort, and new programs such as Cardio Tennis to build frequent player participation.

The former president of Wilson Sporting Goods, Baugh was named co-winner of the "Tennis Person of the Year" by Tennis magazine in January 2004. In September 1998, he was named by The Sporting Life as "The Most Powerful Person in Tennis in the past 25 Years."

Baugh was at Wilson for seventeen years, serving as its President from 1996 to 2003. Under Baugh's leadership, Wilson became the No. 1 company in tennis and its racquet market share increased from 15 percent to over 50 percent. Prior to Wilson, Baugh was National Sales Manager and Vice President of Sales and Marketing at Prince Manufacturing Company, where he was credited with taking the company's annual worldwide sales from \$4 million to \$65 million in six years.

Active in the USTA for many years, Baugh's initial USTA activity was to help promote the Play Tennis America program. In the last few years, he has been a key member of the USA Tennis Plan for Growth Steering Committee and the Strategic Planning Committee.

Baugh is also founder of PE4LIFE, the sporting goods industry's core initiative to grow sports participation and active lifestyles for America. PE4LIFE's mission is to promote daily, quality physical education in our schools to condition America's youth for an active lifestyle and to combat obesity and sedentary lifestyles.

Baugh is a graduate of Rider University and was honored as its "Alumnus of the Year" in 2002. He is a member of the USA Tennis Florida Section.



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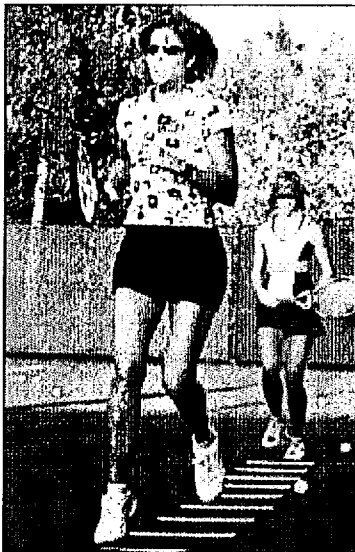
Exhibit "N"

Match, Set, Burn: This Is No Genteel Afternoon Game

By CATHERINE SAINT LOUIS

Published: September 8, 2005

AFTER decades of teaching aerobics and training individual clients, Debbie Bowyer is sick of going to the gym. And she suspects she is not alone. "People are getting tired of the club atmosphere," said Ms. Bowyer, 51, who exercises nearly every day and teaches at a Y.M.C.A. near her home in Williamston, S.C. "I'm bored with machines. I'm bored with classes."



So two months ago, when a friend invited her to a nearby court to try a new fitness class called cardio tennis, she decided to give it a try. In the past she had steered clear of tennis because as a novice she didn't think it would be a good enough workout.

But cardio tennis didn't have the leisurely pace of a friendly match. For an hour Ms. Bowyer was in constant motion as a boom box piped Queen's greatest hits onto the court. She chased balls the instructor fed her, hit shot after shot, and between turns at the net, zigzagged around cones and did lateral shuffles and other drills.

After one class she was hooked. "You don't really need to know anything about tennis to do cardio tennis," said Ms. Bowyer, who has since roped her daughter, a marathoner, into coming to her weekly class at Brookstone Meadows, a Alpharetta, Ga. tennis club in Anderson, S.C. "We laugh at each other because we are all so bad at hitting the ball."

Cardio tennis is the latest effort in a decade-long campaign by the Tennis Industry Association, a trade group, and the United States Tennis Association to expand the game. The organizations have been giving free lessons, helping newcomers find courts and instructors, and using Cartoon Network characters in a promotional campaign to lure new junior players.

Yet in recent years tennis's popularity has remained flat. Five million to six million novices try the game each year, but the same number quit, so the number of Americans playing hovers around 24 million. That player base includes people who pick up a racket as little as once a year; frequent participants who get on a court more than 20 times a year

number only 4.6 million.

This new approach is an attempt to redefine tennis as a grueling workout. Its promoters hope it will appeal to time-crunched former players, current players who want to spend more time on the court, beginners who want to learn the basics and fitness enthusiasts like Ms. Bowyer.

Michele Krause leading a demonstration
of cardio tennis at the United States Open.



Introduced nine months ago, cardio tennis classes are already offered at more than 650 places nationwide, and about 15,000 people have taken them, according to Jim Baugh, president of the Tennis Industry Association, who came up with the cardio tennis concept. (Locations can be found at www.cardiotennis.com.)

It is too early to tell whether many novices who participate in cardio tennis will graduate to playing matches. Some in the industry question whether a class focused on rapid-fire drills can teach people to play the game, let alone get them to take it up for life.

Still, a convenient workout in an hour or less seems to be what many Americans want. Witness the rise of 30-minute express gyms like Curves in recent years. Or that 56.7 million Americans participate in fitness activities 100 days or more a year, according to the Sporting Goods Manufacturers Association. Only 22 million play team sports that often.

Recreational tennis matches often do not keep a player's heart rate elevated as consistently as exercise classes do.

"With singles, if I play someone who is better than I am, who can run me all over the court, I get a good workout," said Kevin Quarantello, 47, from Ridgefield, Conn., who recently took up cardio tennis after three decades playing the sport. "If I play someone I'm better than, at the end I'm wondering, what else can I do for a workout?"

Bill Mountford, the director of tennis at the USTA National Tennis Center, in Queens, where the United States Open is being played through Sunday, said: "A lot of people don't associate sweating with playing tennis. In certain circles it still has the reputation of being an afternoon pastime."

But with cardio tennis, which Mr. Mountford has been teaching since November, he said, "before you know it, your shirt is wet, and you've had fun and burned as many calories as a five-mile jog." In most cardio tennis classes, students use heart rate monitors (usually

provided by the instructor) to gauge if they are working hard enough, or too hard. And at the end of the hour the gadgets also calculate how many calories exercisers have burned and how long they have stayed in their optimal heart rate zone, roughly between 65 percent and 85 percent of the recommended maximum.

As an avid exerciser I took a cardio tennis class recently and was surprised to find that my heart rate sometimes exceeded 85 percent of the recommended maximum for my age and height. I had to slow down to recover. And although I had rarely even held a tennis racket before the class, after some quick pointers on forehands and backhands, I was able to hit half the balls the instructor sent my way over the net. But would a few months of cardio tennis classes enable a novice to pick up tennis?

"If you want to learn to play tennis, it's better to join a group class" and do cardio tennis only for exercise, said Jorge Andrew, the director of operations at the Lexington County Tennis Complex in Lexington, S.C., who teaches both cardio tennis and lessons.

Other tennis pros argue that it is easy to inject constructive criticism into cardio tennis without disrupting drills. "I can run a class of 14 and have them never stop moving, and still give them pointers," said Heather Silvia, the president of Silvia Tennis Academy in Alpharetta, Ga.

Mr. Mountford, who used to run a tennis academy for junior players, noted that people don't take lessons before taking a spinning class, so why should they need to before tennis? "People can learn to play by doing," he insisted.

Cardio tennis participants so far are a mixed bag of veterans and first-timers, and that can make two-on-two volleys tricky. "If everyone on the other side of the court is of a much lower level," Mr. Quarantello said, "I don't think you get the same enjoyment."

But Greg Moran, his instructor at the Four Seasons Racquet Club in Wilton, Conn., keeps players of all skill levels on the move. His class is at least in part about camaraderie and motivating one another. "There are four or five guys; you have to make sure you're not the one passing out," Mr. Quarantello said with a laugh. "Greg loves it when he sees us there with our hands on our knees."

Finding a nearby class may be an obstacle for many people. But the Tennis Industry Association is making an effort to persuade more clubs to offer cardio tennis, and to get certified tennis professionals excited about teaching it. The group offers package deals on Polar heart rate monitors, a reduced price for a Sony portable stereo to use on court and even a modest discount on amped-up Madonna remixes from the leading source for group fitness music. By year's end, Mr. Baugh said, there should be about 1,000 locations

Match, Set, Burn: This Is No Genteel Afternoon Game nationwide.

Even then, the number of classes may be limited by the need to keep from annoying other players with the music. Vincent Granito, a co-director of the East Brunswick Racquet Club in New Jersey, said members "absolutely love" the three classes he teaches during off hours in the mornings and late evenings. But he explained: "I just don't know if it's going to be booming here at this club. It's just not as easy to get the court time, so that other people aren't distracted. If people are playing doubles next to you, they don't want to hear Michael Jackson."



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Do it yourself. For a great workout, grab a few friends and a bucket of balls, and start hitting (out of bounds? let it go!)—no class required.

sweating like crazy after being on the court for only 10 minutes. My first Cardio Tennis class was under way, and—much to my surprise—I was getting a great workout. Standing on the tennis court for the first time in 6 years, every-thing was familiar: the pungent scent of new balls, the feel of the hard court surface under my sneakers, the sounds of rackets whipping through the air. What wasn't familiar was the fact that I was sweating like crazy after being on the court for only 10 minutes. My first Cardio Tennis class was under way, and—much to my surprise—I was getting a great workout.

Created by the Tennis Industry Association (TIA) and the United States Tennis Association (USTA), Cardio Tennis will launch across the country in September. Typically limited to six to eight people, each class claims to offer you an hour-long, heart-pumping workout that's equivalent to running five 8-minute miles, no matter how much (or how little) experience you have on the tennis court.

At first, I was skeptical. For me, tennis had always meant either taking lessons from a pro who did more talking than swinging, or volleying with another advanced beginner, just trying to keep the ball inbounds. On the court, I had never even come close to getting the stress-busting high I got from running, much less the same kind of intense workout. Still, I missed the feel of the racket in my hands and the gratifying thwack of the ball hitting the webbing, so I signed up. It didn't take long to win me over.

At the beginning of class, instructor Bill Mountford, director of tennis at the USTA National Tennis Center in Flushing Meadows, New York, passed out heart-rate monitors, then divided the class (a mix of men and women ranging in age and experience from Emma, a 25-year-old novice, to Mike, a 65-year-old ex-pro) into two teams. We started with a game called Popcorn, in which each team lined up single-file at the service lines on opposite sides of the court. The first person hit the ball over the net, then ran to the back of the line while the player on the opposing team re-turned the shot, and so on. As soon as a ball went out of play—and without stopping to give us a lecture on technique—Mountford tossed another in so the game could continue uninterrupted. I didn't need a heart-rate monitor to let me know that this wasn't the kind of leisurely tennis experience I was used to. My classmates and I breathlessly cheered each other on as we tried to win more points for our team.

We spent the rest of the hour-long class playing similar games with names like Monkey in the Middle and Circle Game. Each kept us rotating all over the court, returning balls coming from every direction, laughing the entire time (when was the last time you did that in a cardio class?).

By the end of the hour, I was drenched in sweat and floating on exercise-induced endorphins. Or maybe it was the euphoria of knowing that I'd burned loads of calories, too. Exactly how much, it's hard to say: Singles tennis torches about 400 calories per hour (based on a 140-pound woman); but because you are constantly moving, the figures for Cardio Tennis are likely higher.

The experts at the TIA point out that Cardio Tennis is to the court sport as Spinning is to cycling: You don't have to be a pro at the real thing to get the most out of the class. But you may end up learning something, however unintentional. Although he didn't correct any of my moves (no matter how awful), Mountford said my game was improving automatically because I was running for the balls and building hand-eye coordination. He was right. By the end, I was hitting better and feeling less klutzy on the court. I was back in, well, the swing of things—and this time it was love.

—Contributing Editor Michele Bender can be found chasing tennis balls in New York.

Ready to be served?
To learn more about Cardio Tennis classes, beginning nationwide in September, visit www.cardiotennis.com

Twist and Serve

by Michele Bender

A new tennis/cardio class gets hearts pumping and calories burning, all right. But is it a hit?

Standing on the tennis court for the first time in 6 years, every-thing was familiar: the pungent scent of new balls, the feel of the hard court surface under my sneakers, the sounds of rackets whipping through the air. What wasn't familiar was the fact that I was

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Emma, a 25-year-old
to two teams. We started with a
lined up single-file at the
line. The first person hit the ball
while the player on the
on. As soon as a ball went out
lecture on technique—
could continue uninterrupted. I
know that this wasn't the kind
to. My classmates and I
tried to win more points for

playing similar games with the Game. Each kept us rotating from every direction, laughing you did that in a cardio class?).

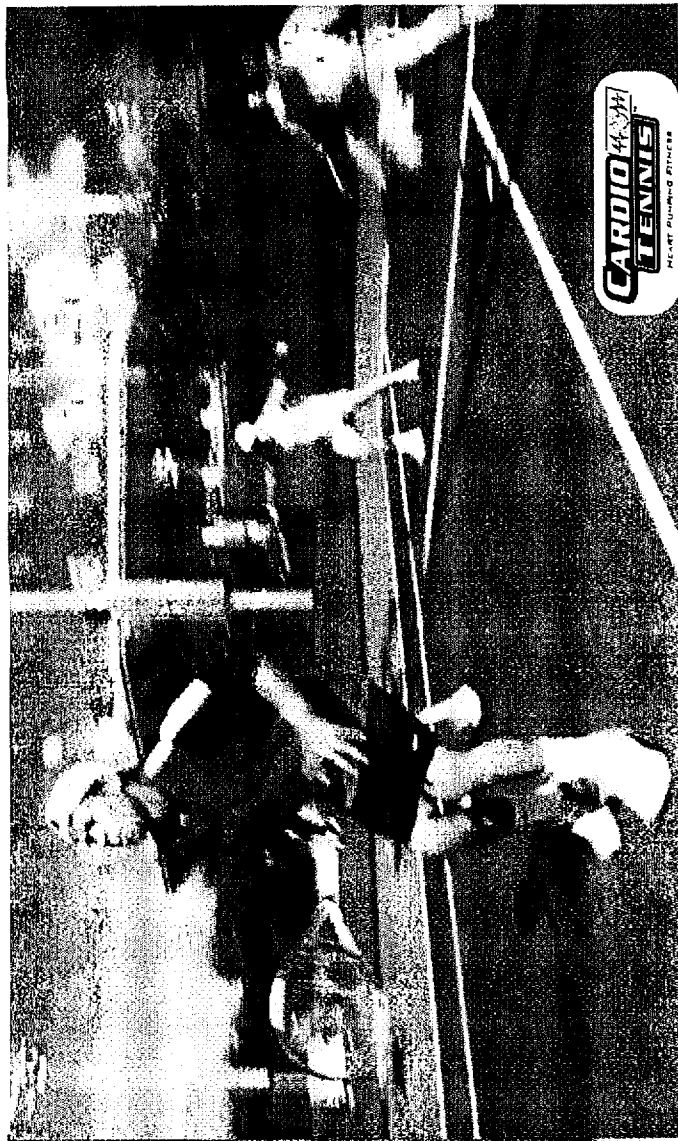
to sweat and floating on
it was the euphoria of knowing
exactly how much, it's hard to say:
per hour (based on a 140-
stantly moving, the figures for

io Tennis is to the court sport
to be a pro at the real thing to
y end up learning something,
correct any of my moves (no
me was improving
he balls and building hand-eye
was hitting better and feeling
ell, the swing of things—and this

be found chasing tennis balls in

s, beginning nationwide in

Exhibit "P"



**CARDIO
TENNIS**
HEART PUMPING FITNESS

WANT A LIVELY WORKOUT that will get your heart pumping, burn hundreds of calories, keep you running and hitting the ball—and be loads of fun? Then you're ready for Cardio Tennis!

Cardio Tennis is a new way to play tennis and get a great workout. Cardio Tennis sessions, led by certified tennis teaching pros, are designed to give players of all abilities a high-energy 30- to 60-minute total-body workout in a fun group setting while helping to improve tennis skills. The Tennis Industry Association, with the support of the USTA, will officially unveil the program at an event at this year's US Open, featuring fitness expert and Cardio Tennis supporter Denise Austin. The growing list of facilities offering this "heart-pumping fitness" experience is available at www.CardioTennis.com.

"Tennis is a great workout, but Cardio Tennis takes it to a

higher level," says TIA President Jim Baugh. "This is really a fitness program taught by a tennis professional. This is about getting people moving. And they'll naturally improve their tennis."

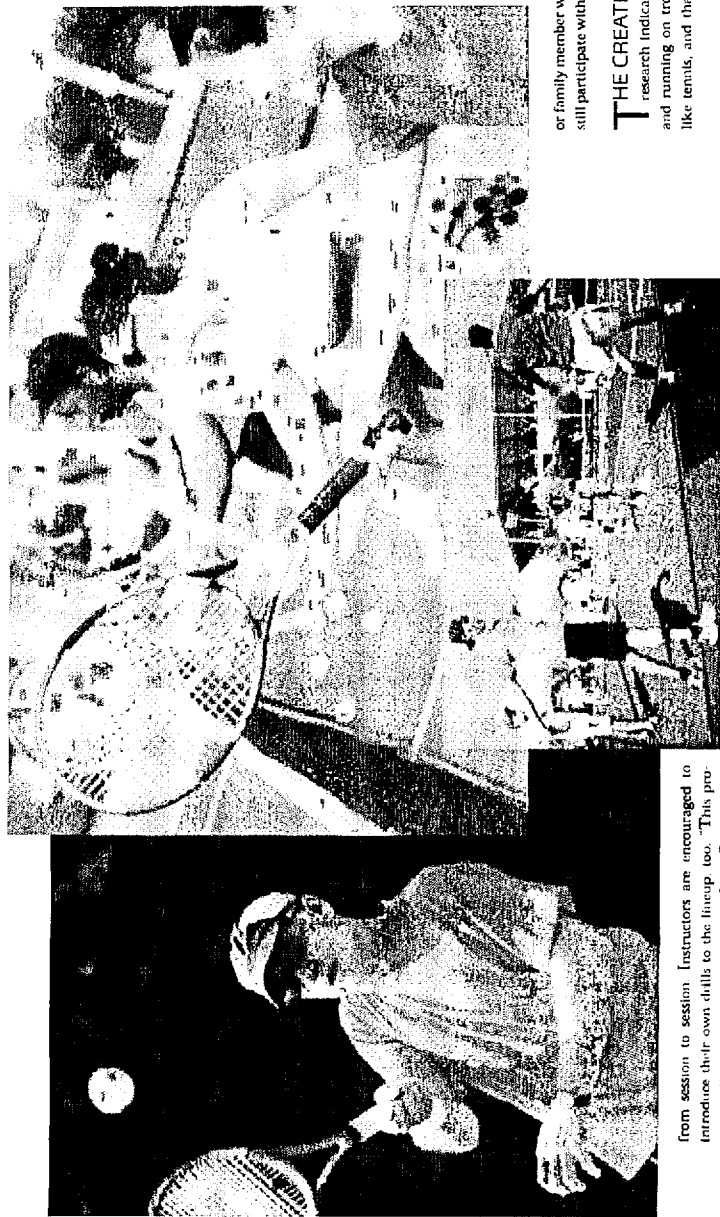
While Cardio Tennis takes place on a tennis court, it is less about perfecting technical ability and more about valuable exercise. The goal is to get a participant's heart pumping between 65 percent and 85 percent of its maximum heart rate. For a typical program, in which each pro has six to eight participants on court, players will start their ascent to this "Cardio Tennis Zone" (see page 29) during the 5- to 10-minute warm-up phase. The meat of the program is a 30- to 50-minute cardio segment that includes drill-based and play-based exercises designed to keep participants' heart rates in the zone. The last 5 to 10 minutes of the program consists of cool-down drills to gradually lower the heart rate.

Specific Cardio Tennis exercises and drills generally last only minutes, then it's on to the next sequence. And exercises can vary

Heart Pumping & Fitness!

Cardio Tennis is taking the sport—and your health and fitness—to new levels. By Kristen Daley

Exhibit "Q"



America that are involved with fitness activities on a frequent basis," he says. "If we just attract 1 percent of those people to Cardio Tennis as a new way to get their cardio, we will increase tennis' frequent-player base by 12 percent."

"Tennis players know that tennis is the ultimate way to stay fit," says Kurt Kampferman, the USTA's chief executive of Community Tennis. "Unfortunately, many people who don't play are often unaware of this. Cardio Tennis will elevate the fitness profile of our sport and help us attract more players."

Players at every skill level in tennis can participate in Cardio Tennis. Beginning players may need to have slightly slower ball feeds than more advanced players, but the teaching pro can easily adjust depending on the player, without breaking the rhythm of the drill. This means that if you have a friend or family member who doesn't play tennis or barely plays, they can still participate with you in Cardio Tennis and reap all the benefits.

THE CREATION OF CARDIO TENNIS stems from research indicating that fitness activities like yoga, spinning and running on treadmills are dominating traditional activities like tennis, and that many people view tennis more as a recre-

maintaining a healthy body and lifestyle. Cardio exercise can help decrease body fat, blood pressure and stress, as well as lower heart rate at rest, strengthen bones and improve emotional health. "It's a very safe way to train, and you're reaping the most health benefits from the period of time you're working out," says the TIA's Michele Krause, the national Cardio Tennis business manager. As with any activity that involves a strenuous exercise routine, you should consult with a physician before starting Cardio Tennis.

EXERCISE AT A MODERATE intensity can decrease a person's risk of developing heart disease and diabetes, and can help manage weight, explains Dr. Gordon Blackburn, program director of Cardiac Rehabilitation at The Cleveland Clinic, a USTA partner and the nation's leading cardiovascular care facility. "Playing tennis at a moderate to vigorous intensity on a regular basis is a good way to get your aerobic exercise," he says.

And Cardio Tennis won't just improve participants' health. There is no question in Baugh's mind that Cardio Tennis will improve the sport's prognosis as well.

There are 56 million people in

national activity and less for fitness purposes. To develop Cardio Tennis, the TIA looked to teaching professionals with knowledge of tennis exercises, which now make up the program's curriculum.

Among these teaching pros was Heather Sliva, director of tennis at the Crooked Creek Tennis Club in Alpharetta, Ga. She will integrate Cardio Tennis in January into a similar program she had been running for two years, adding play-based exercises to the drills that she had used.

Eight students in each of the Crooked Creek Cardio Tennis classes are provided with Polar heart rate monitors. Polar (www.polarusa.com), the top heart rate monitor company in the world, offers monitors that Cardio Tennis sites can sell or loan to participants.

THE HEART MONITORS BEEP when a participant's heart rate is above or below the Cardio Tennis Zone, letting the player know he or she either needs to slow it down a little or move a bit more. Following the workout, the monitors report how many minutes the user's heart rate was in the zone and how many calories he or she burned.

The use of heart monitors for Cardio Tennis is breaking new ground in the fitness industry. "This is the first sport fitness application based on heart-rate training that I've seen in the U.S.," says Marcello Aller, training resource specialist at Polar.

The introduction of music in the tennis experience is another key to Cardio Tennis. "Music creates a whole new feeling for our sport," says Baugh, "but it also liberates our sport from tradition."

"I feel like music is a huge part of keeping people up and moving, especially when they're on the sidelines," says Cardio Tennis participant Kristan Northington of San Antonio.

The TIA recommends Power Music (www.powermusic.com), which mixes tunes at 130 to 150 beats per minute.

"Cardio Tennis is really going to revolutionize the game because we can attract people from the fitness industry," says Dr. Sophie Woornos, director of tennis at Performance Tennis at Brookstone Meadows in Anderson, SC. And her program has done just that. Caroline Sullivan, an instructor at the Anderson YMCA, is a Cardio Tennis participant. In her work, Sullivan meets many fitness-minded individuals constantly seeking new workout options.

Cardio Tennis is really using our muscular endurance, and our cardio endurance," says Sullivan. "It's brand-new, it's different, it's challenging."

Put your Cardio Tennis Zone!

The Polar heart rate monitor is the easy way to keep your heart rate in the Cardio Tennis Zone. It sends a signal to a watch or wristband (either on your wrist or on your cardio) to count the number of beats in 10 seconds, and multiply by six to get your heart rate. It gives you a margin of error of about 10 percent.

To estimate your maximum heart rate, the American College of Sports Medicine has published a recommended formula of 220 minus your age. All Cardio Tennis facilities will have a heart rate map (also available online at www.CardioTennis.com) that gives Cardio Tennis for players of all ages.

For more information and to find a Cardio Tennis site near you, go to www.CardioTennis.com.

November/December 2005

TennisPro

The International Magazine of PTR Tennis Teachers and Coaches

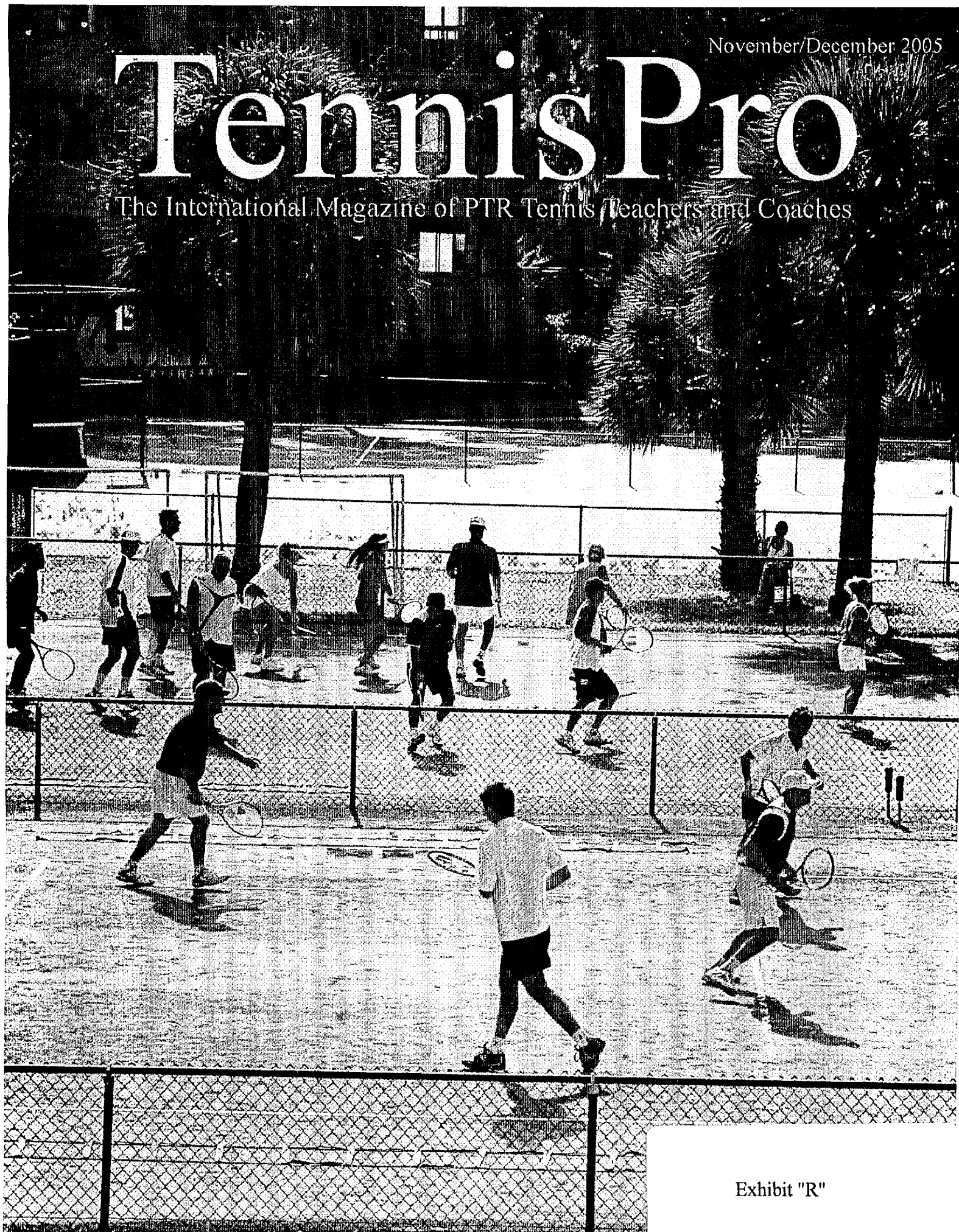


Exhibit "R"

Cardio Tennis Moving into Stage Three!

10 REASONS WHY YOU NEED TO BE A PART OF THIS NEW PROGRAM

by JIM BAUGH

Jim Baugh is president of Tennis Industry Association and on the Board of Directors of the USTA. He was a key figure in spearheading The Tennis Campaign, the largest industry wide initiative to increase tennis participation. He is also the founder of PE4LIFE, the sporting goods industry's initiative to grow sports participation and active lifestyle in America. In 2004, Jim was a co-named Tennis Magazine's Tennis Person of the Year.

When the new Cardio Tennis program was first introduced at the 2005 PTR Symposium, three stages were announced. The first was program development. The Cardio Tennis curriculum is well defined and very successful. The flow of a 5-10 minute warm-up activities, 30-50 minutes of cardio drills, and 5-10 minutes of cool down drills gives the participant a great workout. The second stage was the site recruitment and education. There have been 24 Cardio Tennis Workshops throughout America training 600 pros. To date, there are more than 800 Cardio Tennis sites nationwide and sites are popping up all over the world as well. Teaching pros are all realizing how important Cardio Tennis is to their future and to the sport.

We are now in Stage Three - growing our site count to 1,500 by the end of 2006, and consumer promotion and education. Have you signed up yet? Have you caught Cardio Tennis fever?

HERE ARE 10 REASONS WHY YOU NEED TO BE A PART OF THE EXCITEMENT:

Tennis must compete head to head with the fitness industry,

the ONLY growth area in sport and recreation. In fact, ALL traditional sports are struggling to compete with the fitness activity growth over the past 10-15 years. Want examples? How many tennis facilities do you know that have eliminated tennis courts in the past few years to make room for fitness equipment? But, unlike most traditional sports, tennis can compete directly in the fitness arena with Cardio Tennis. And this does not take away from our sport's great heritage.

(continued on Page 8)

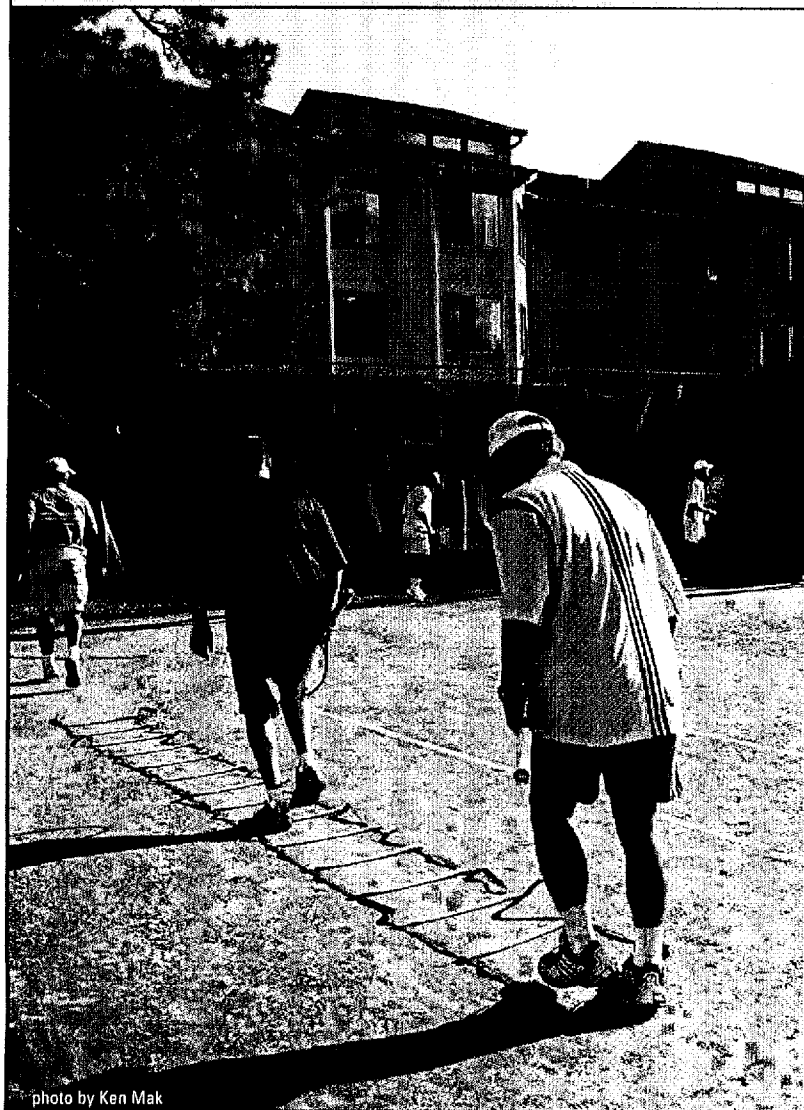


photo by Ken Mak

CARDIO 
TENNIS
HEART PUMPING FITNESS

Cardio Tennis Moving into Stage Three!

10 REASONS WHY YOU NEED TO BE A PART OF THIS NEW PROGRAM

1 Cardio Tennis is a new, fun program to energize your programming.

Singles, Doubles, Team Tennis, Leagues, etc., are all great approaches to tennis, but our sport has not really changed much in the past 20 years. Like any brand (and TENNIS is a brand), we must come up with fresh ideas to spark interest in tennis. Cardio Tennis is this new, fun approach to our sport.

2 The curriculum is flexible and can constantly evolve.

Cardio Tennis is a flexible program where you design the drills and games based on your strengths, skills, and the needs of your players. More important, Cardio Tennis is NOT boring. A treadmill is a treadmill. A stationary bike is a stationary bike. In Cardio Tennis, you will have 12-20 different drills in a 60 minute program. And, you can change these from week to week. Then, you can add new sideline drills and activities and your program will always be fresh and exiting.

3 Players love Cardio Tennis.

In initial programs, participants said Cardio Tennis is a better workout than traditional tennis, is a better workout than their normal fitness activity - and much more fun! 99% of participants plan to continue in Cardio Tennis!

4 Cardio Tennis gets existing players to play more tennis.

Too many tennis players leave your club or facility to get their "cardio". Cardio Tennis is a great way to let them get their cardio on court at your facility - and not away from tennis.

5 Cardio Tennis is a great way to grow the game with new players.

With the focus on constant movement, new players can be brought into tennis in a fun new way. Participants hit a lot of balls and gradually get better. Use of foam SpeedBalls™ or transition balls and playing with a short court approach also make Cardio Tennis a great way to get people into the game.

6 Leaders in our sport see the potential of Cardio Tennis!

Top professionals from all parts of our sport see the potential. We will probably have more than 1,000 sites in the USA by year end. In fact, Dan Santorum, Executive Director and CEO of PTR recently stated, "Cardio Tennis is the most exciting program that the TIA and USTA have brought to our sport in the past 20 years."

7 You can make great \$\$ with Cardio Tennis!

It is one thing to grow the game, but there is nothing wrong with growing your income too! In Cardio Tennis, you can put 6-8 players on the court at one time. Multiple this by the going rate of say \$8-15 person per hour and you can see the potential. This program will evolve. You will eventually have beginner Cardio Tennis, advanced Cardio Tennis, team workouts with Cardio Tennis... the sky is the limit. Work at a resort? Why not have "Morning Wake Up Workout with Cardio Tennis" every day for guests!

8 The marketing potential is huge!

Advertising and promotion started this fall. Denise Austin, America's #1 fitness guru, will lead the marketing and PR campaign. TV, print, radio ads, etc., will push people to www.CardioTennis.com. Plus, there are all types of tools YOU can use to promote YOUR program in YOUR area!

9 Cardio Tennis is FUN!

The movement, the music, the friendly competition. It adds up to a fun activity for all... including you! This is a new, fun way to teach on the court. We need to liberate the approach to our sport and offer new ways to enjoy the game.

So, if you haven't jumped on board yet, do it now! Just go the industry website, www.Partners.CardioTennis.com to apply for the Cardio Tennis DVD. You'll find all the steps you'll need to be an authorized site. Be part of the most exciting program to hit our sport in years!

Cardio Tennis Moving into Stage Three!

10 REASONS WHY YOU NEED TO BE A PART OF THIS NEW PROGRAM

What PTR Pros are saying about Cardio Tennis

Jorge Andrew, PTR Master Professional and Director of Tennis Lexington County Tennis Complex, "Cardio Tennis is the most fun, energetic activity for tennis players of all levels. I love the music and all the healthy ingredients of the class. If you are looking for a new exciting program, Cardio Tennis is for you."

Bill Mountford, Director of Tennis at the USTA National Tennis Center, indicates that Cardio Tennis is an ideal program for players at any level. "The fitness benefits from playing tennis, and especially doing fast-paced drills, have never been properly emphasized. The Cardio Tennis initiative is proving to be a great platform for this message. It is great utilization of court space, because you can get eight happy customers on one court, so that alone may revolutionize the way tennis clinics are viewed."

Dr. Sophie Woorons-Johnston, Owner/Director of Operations, Performance Tennis at Brookstone Meadows, "As tennis pros we often spend 6-plus hours on the court. The quality of our lessons depends a lot on our energy and enthusiasm. Introduce a Cardio Tennis class where everyone is moving, sideline activities are set up, men, women, advanced and less advanced are on one court, and the music is blasting! Cardio Tennis, where working out is exciting and your tennis lesson is rejuvenated!"

Jorge Capestany, Manager, DeWitt Tennis Center, "Cardio Tennis has created a new buzz around our club. I have never seen a program so easy to promote to existing and new players as this one."

New Drills - New Ideas for You to See!

Have you looked at www.Partners.CardioTennis.com lately? There are more than 50 different drills there for you to print and take on court with you. This is a great way to keep your program fresh with new ideas. Just go to the "curriculum" section, click "view drills" to see all the options.


Do you have a drill that you think is great for Cardio Tennis? Send it to us. If we like it, we will post it on our website and showcase it to your peers.

New www.CardioTennis.com has new "find a site" features

Visit our consumer website and see how we are giving consumers a first hand look at Cardio Tennis. You will see new video, features and a whole new way to "find a site in your area". You can actually zoom in to a site and actually see courts from a satellite view. Take a look - it is fun!

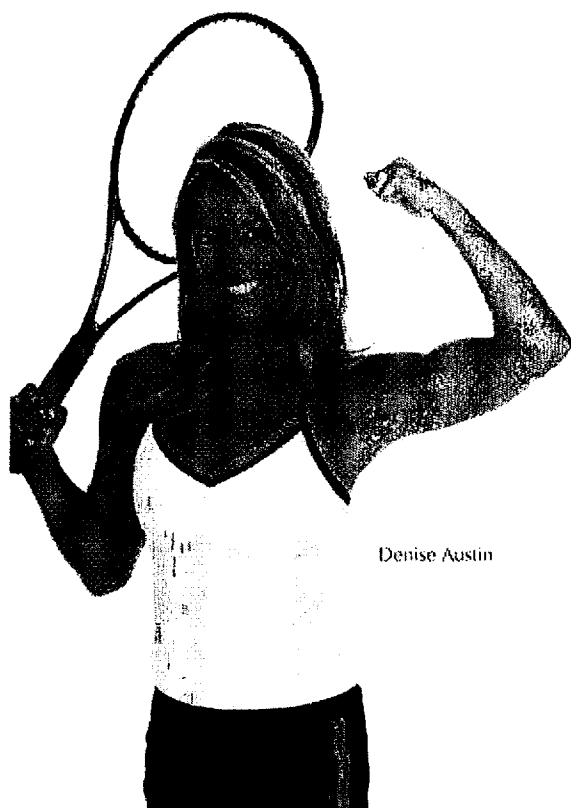


FOR WOMEN!
FITNESS
**MORE ENERGY
LESS FAT • BETTER SEX!**
YOUR ULTIMATE PRESCRIPTION
Holiday Special
club scene
BY BODY



club scene By Carol Ann Weber

Cardio Tennis— A Fat Loss Grand Slam



Denise Austin

When you think tennis, no doubt visions of the ultra-athletic Venus and Serena Williams bounce through your head. Watching those lean and mean machines fly across the court could lead to the conclusion that if you play tennis, you could have a Serena body. But unfortunately for most of us, tennis can be as anaerobic as it is aerobic, mainly because only a small portion of our total court time involves vigorous activity.

Well, Jim Baugh, president of the Tennis Industry Association (TIA), and Gordon Blackburn, PhD, Program Director of Cardiac Rehabilitation and Preventative Cardiology at the Cleveland Clinic Foundation in Cleveland, Ohio, have devised an innovative exercise program that will definitely help you get rid of those unwanted extra pounds. It's called Cardio Tennis.

"What Cardio Tennis does," says Dr. Blackburn, "is take all the aerobic benefits found in tennis, take away the competition and the focus on perfecting the stroke and put the emphasis on continuous activity at a moderate intensity." Class size ranges anywhere from six to 10 participants, and students are taught to use a heart rate monitor to keep themselves in the aerobic range. So whether you're a pro or a novice, you're guaranteed to burn some serious calories (anywhere from 300 to 600 an hour).

If you intend to use this program as your primary cardio program, explains Dr. Blackburn, you should participate in a class at least three times a week. "We realize it's not realistic to get to a tennis court five days a week, so you should mix it in with your regular routine. Combine cardio tennis with a good dietary program and your other exercise activities and you will lose weight."

The best part of cardio tennis is that it's certainly a lot

Exhibit "S"

more fun than the treadmill or a step class. According to the national cardio tennis program director, Michele Kraus, the non-stop activity throughout the hour-long class (and where allowed, accompanied by some hip upbeat background music) will definitely keep you from getting bored. A 16-year tennis pro and cardio tennis instructor herself, Ms. Kraus describes the program, which consists of three segments, as follows:

1. Warm-up: five to 10 minutes

General warm-up with light hitting and some dynamic stretching. The goal is to get the heart rate up and get the brain talking to the muscles. Example: shadow medley, where participants follow the instructor by emulating the strokes, but don't actually hit the ball.

2. Cardio: 30 to 50 minutes

a. Drill-based routine: for a more fitness-oriented group. Players run through hitting sequences in one- or two-line formations. Example: two single file lines go through a sequence where players take turns of any combination of two to six balls using all the different strokes of the game,

like ground stroke, approach and a volley. Then they exit to the sidelines and do footwork drills. *Note:* It doesn't matter where you hit the ball, you just need to hit it and keep moving.

b. Play-based routine: for more experienced players who want some competition. More like real tennis, where points are being played either in a competitive or non-competitive situation. Example: triples, three players versus three players. The ball stays in play longer, therefore players are staying in heart rate range longer.

3. Cool-down: five to 10 minutes

Brings the heart rate down and flushes the system of metabolic waste. Go to the short court for some light hitting, and then incorporate static stretching.

Cardio Tennis classes are now being offered in more than 650 tennis clubs throughout the country. You can go to their websites, www.Partners.CardioTennis.com or www.CardioTennis.com, to find a class near you.





Thursday, April 13, 2006

http://www.whdh.com/features/template_articles_whdh.html/specialreport/BOS3505/

Special Report

Cardio Tennis

Air Date: 08/08/2005

Reported by: Frances Rivera

Producer: Mike Boudo

Video (Windows Media)

Ever wish you had a body like Serena Williams or Anna Kornikova's? Well maybe you can. That's because the U.S. Tennis Association has developed a new exercise program called 'Cardio Tennis'. The program is brand new, but has attracted plenty of interest.

Wendy Gallery of Andover is a frequent tennis player, but often feels she's not getting enough of a cardio workout. So when she heard about Cardio Tennis, she says, "It sounded like fun, so I signed up."

The Andover tennis player says she's not getting enough of a cardio workout from her doubles matches.

"When you play doubles, it's kinda start and stop, and this was keeping you going all the time

The basic idea of cardio tennis is a high impact workout - it incorporates many of the drills you'd see in a tennis class.

Cardio Tennis instructor Adam Molda explains. "We're trying to take away from people having that boring 30 minute bike ride. We're trying to get them to have fun on the tennis court, while having a workout."

Sue Bohenko, a Cardio Tennis player, gets quite the workout. "You gotta move, move, move. And they make sure you keep moving."

But don't worry if you're not a tennis pro - the program is designed for anyone - in fact, the tennis association is hoping that the program will attract new people to tennis.

Gallery says that "It's less about focusing on strokes. It's more about the fitness."

And according to her, it works. "It was a fun way to exercise without noticing that you're straining that you're working so hard."

Cardio tennis is only available at a couple tennis centers in the area right now, but it will be fully rolled out to coincide with the US Open in September.

Exhibit "T"

The cost of Cardio tennis classes varies depending on the club you join, but is comparable to any other aerobics class.

Cedardale Health & Fitness
931 Boston Road
Haverhill, MA 01835
978.373.1596

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Try Cardio Tennis for fun — not to mention fitness

Originally posted on August 16, 2005

Never heard of Cardio Tennis? Well, Carolyn Lawver and Rob Vinal are about to change that. Not only will the Heritage Palms duo tell you about all about it, but they'll soon be running Cardio Tennis classes.

DELIVERING YOUR WORLD

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"It's a new way of exercising with a tennis racket," said Lawver, who recently, along with Vinal, participated in a two-hour workshop on it at the Jimmy Evert Tennis Center in Fort Lauderdale. "Basic Cardio Tennis is one hour of drills and play, with no instruction. You're always moving, there's music and it's fun."

***** ADVERTISEMENT *****

According to Lawver, participants get a great workout, burning between 500 and 700 calories per hour. One hour of traditional singles tennis burns about 300 to 350 calories, while doubles players lose 200 to 250 calories.

"Everyone gets to wear a heart-rate monitor, which is really cool," said Lawver. "You can see what your heart rate is, the calories you burn, how long you're in your target heart rate."

Enter your personal information, such as age and weight, and you're good to go. If you maintain your target heart rate, you'll find yourself in your optimal aerobic training zone. From there, have fun and watch the calories disappear.

Lawver and Vinal plan to conduct an advanced/intermediate class, as well as a beginner/advanced beginner class, weekly starting in September.

Players can drop in at any time. And you don't even need to be a good tennis player to attend.

"Even if you've never played tennis before, you can participate," said Lawver. "And the more you come, the better you'll get."

Cardio Tennis will be introduced by the Tennis Industry Association during the U.S. Open, which will begin Aug. 29.

That's when Lawver and Vinal plan to start it at Heritage Palms. Go ahead and give it a try. You've got nothing to lose, but several hundred calories.

For more information, log on to cardiotennis.com or call 278-0164.

Around the courts

• The dates have been set for the 2005 Fall Pro League. Matches will begin at 5 p.m. on the following Fridays: Oct. 21 at Gulf Harbour; Oct. 28 at Bonita Bay; Nov. 4 at Heritage Palms; Nov. 11 at The Landings; Nov. 18 at Palmira; and Dec. 2 TBD. Dec. 9 is a rain date. Details to come.

• Mark Saturday, Nov. 5, on your tennis calendar. That's the date of the 25th Naples-Fort Myers Tennis Challenge at Wyndemere in Naples. The event, also known as "The Battle of the Borders," will feature more than 100 of the area's top junior, adult and pro players. Boys and girls from 10s on up will compete in singles and doubles.

— Fax tennis news to 334-0708 or call 344-4872

Exhibit "U"



Powered by Clickability

Tennis Breaks Into Fitness Market

AUGUST 31, 2005 -- The Tennis Industry Association, in association with the US Tennis Association and hundreds of tennis professionals across the country, has joined forces to launch Cardio Tennis, a new, fun group tennis activity that combines tennis with a high-energy cardio-vascular workout. The concept was explained at a press conference at the US Open and demonstrated in the US Open Smash Zone, an interactive area with its own court.

Tennis, as with many other sports, has been losing ground to activities that are more fitness-centric. Cardio Tennis aims to change their minds about tennis. The workout consists of five to 10 minutes of warm-up drills, 30 to 50 minutes of cardio drills and games and five to 10 minutes of cool-down drills. All the activities require the use of a tennis racquet. One routine resembles aerobics with a racquet. Other drills require the players to hit tennis balls on the run.

Some 2,500 educational DVDs have been sent to teaching pros. Some 550 pros were trained in workshops in 24 cities.

Cardio Tennis was developed by TIA president Jim Baugh, in conjunction with the USTA and tennis teaching professionals. Beginning this fall, Cardio Tennis programs will be available at public and private tennis facilities across the country.

"Tennis has always been considered an activity that is fun if you know how to play, but Cardio Tennis will change all that," said Baugh, a former president of Wilson. "Americans are constantly looking for new ways to lose weight and Cardio Tennis is a great way to get in shape, and have fun while doing it."

Americans spend billions of dollars a year searching for the ultimate workout that will help them shed those unwanted pounds. But a majority of programs available today lack Cardio Tennis' ability to get participants to consistently elevate their heart rates into their aerobic training zone. Cardio Tennis' curriculum allows the participant to burn more calories within short cycles of high-intensity workout and periods of rest, similar to interval training.

Denise Austin, one of the top fitness experts and instructors in the world has seen the potential of Cardio Tennis first hand and signed on as the official spokesperson.

"I was in a Cardio Tennis class back in April of this year with my husband and six other players," said Austin. "It was fun, I was energized and I got a great workout. And I'm not a great tennis player, but I didn't have to be. I hit a lot of balls, was constantly moving and got my heart rate pumping."

Taught by a Certified Tennis Professional, the Cardio Tennis Program includes a short dynamic warm-up, a cardio workout phase and a cool-down phase. Each phase has drills specifically designed to be fun, challenging and to get the player moving and their heart rate pumping.

The goal is to get a person's heart rate in their aerobic training zone (65-85% of their maximum recommended heart rate) for the entire session and keep it there. And while Cardio Tennis is not designed to make one a great player, you do improve because you hit so many forehands, backhands and volleys while getting a healthy workout.

"Cardio Tennis is great for players of all abilities, even beginners," continued Austin. "Even if you're not a regular tennis player and just want to get in shape while having fun, Cardio Tennis is the workout for you. But if you already play, this is an ideal way to improve your skills and get a great cardio workout as well."

To help keep you moving during your Cardio Tennis workout, some programs include high energy music. A company that saw the potential of Cardio Tennis is Power Music, (www.powermusic.com), the official music provider of Cardio Tennis. Power Music, the largest supplier of music for the fitness industry, has developed workout music specifically designed for Cardio Tennis that will help participants get their heart rate pumping.

But all Cardio Tennis workouts are more of a social experience than other fitness activities where you are confined to a boring machine.

Americans have been gravitating to fitness activities. With the dangers of and prevalence of obesity part of the national debate, Americans are taking action as there are now 56 million frequent fitness activity participants in the US. But while fitness activities are the only growth segment in sports and recreation, tennis, a traditional sport with about 4.6 million frequent players, has remained stagnant.

Exhibit "V"

In order to boost the popularity of tennis as a great fitness activity, the TIA and USTA decided to ride the fitness wave and create Cardio Tennis.

"We know Cardio Tennis is a better workout and, more importantly, is more fun than some of those boring fitness programs you find in gyms," Baugh continued. "In our pilot programs, 63% thought Cardio Tennis was a better workout than their normal fitness routine and 79% said Cardio Tennis was more fun!"

Throughout '05, the TIA has been signing up facilities as official Cardio Tennis sites, with an anticipated 1,000 sites to be on board by this fall. All Cardio Tennis sites are listed on the new consumer website, CardioTennis.com.

Another supporter of Cardio Tennis is the Cleveland Clinic Foundation, a not-for-profit multi-specialty academic medical center that integrates clinical and hospital care with research and education. The Cleveland Clinic has deemed Cardio Tennis as a healthy activity.

"Cardio Tennis is a great idea," said Gordon Blackburn, Ph.D., Associate Staff, Department of Cardiovascular Medicine at The Cleveland Clinic. "The curriculum is designed to give participants a great workout and has three segments of a healthy activity...warm up, cardiovascular conditioning, and then a cool down segment, while fostering a fun social interaction. We are excited about activities that get America energized, fit and healthy."

Also on board with Cardio Tennis is Polar, the manufacturer of heart-rate monitors for heart-rate based activities. Polar is the official heart rate monitor of Cardio Tennis and will lend and sell their monitors to Cardio Tennis programs across the country. Polar's advance heart rate monitors have the ability to provide real-time heart rate info, which is key to the Cardio Tennis program.

Links referenced within this article

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☒ Uncheck the box to remove the list of links referenced in the article.

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TennisPro

Cardio Tennis se Mueve hacia la Etapa Tres!

10 razones porque necesita ser parte de este nuevo programa

por Jim Baugh

Cuando el nuevo programa Cardio Tennis fué introducido durante el Simposio PTR 2005, tres etapas fueron anunciadas. La primera fué el desarrollo del programa. El curriculum de Cardio Tennis está muy bien definido y es muy exitoso. El flujo de actividades de calentamiento de 5-10 minutos, 30-50 minutos de ejercicios de cardio, y 5-10 minutos de ejercicio de enfriamiento le da a los participantes un gran ejercicio. La segunda etapa fué reclutar las instalaciones y educación. Ha habido 24 Cursos Cardio a través de Estados Unidos entrenando a 600 profesores. Hasta el momento, hay más de 800 Sitios de Cardio Tennis alrededor del país y sitios están apareciendo alrededor del mundo. Los profesores de tenis se están dando cuenta que tan importante Cardio Tennis es para su futuro y para el deporte.

Ahora estamos en la Etapa Tres - aumentando la cantidad de sitios a 1,500 al final del 2006, y promoción y educación al consumidor. Se ha inscrito? Se ha enfiebrado al Cardio Tennis?

A continuación 10 razones porque necesita ser parte de la emoción:

1. Tenis tiene que competir cabeza a cabeza con la industria del ejercicio físico, la UNICA area de crecimiento en el deporte y la recreación. De hecho, todos los deportes tradicionales tienen problemas para competir con el crecimiento en los últimos 10-15 años de la actividad del ejercicio físico. Quiere ejemplos? Cuantas instalaciones de tenis conoce que han eliminado las canchas de tenis en los ultimos años para hacer lugar para equipo de ejercicios? Pero, a diferencia de la mayoría de los deportes tradicionales, tenis puede competir directamente en la arena del ejercicio físico con Cardio Tennis. Y esto no le quita nada a la herencia y pasado de nuestro gran deporte.

2. Cardio Tennis es un programa nuevo y divertido para darle energía a sus programas. Singles, dobles, Tenis por Equipos, Ligas, etc. son todas grande maneras de acercar a la gente al tenis, pero nuestro deporte no ha cambiado mucho en los últimos 20 años. Como cualquier marca (y TENIS es una marca), debemos de tener ideas frescas para lograr interés en el tenis. Cardio Tennis es un cambio nuevo y divertido para nuestro deporte.

3. El curriculum es flexible y puede cambiar constantemente. Cardio Tennis es un programa flexible donde ud. diseña los ejerci-

cios y juegos basandose en sus habilidades y las necesidades de sus jugadores. Más importante todavía, Cardio Tennis no es aburrido. Una bicicleta fija es una bicicleta fija. En Cardio Tennis, tendrá de 12-20 diferentes ejercicios en un programa de 60 minutos. Y, puede cambiarlos de semana a semana. Entonces, puede sumarle nuevos ejercicios y actividades y su programa estará siempre fresco y emocionante.

4. Los jugadores adoran Cardio Tennis. En programas iniciales, los participantes dicen que Cardio Tennis es mejor ejercicio que el tenis tradicional, es un mejor ejercicio que su actividad física normal – y es mucho más divertido! 99% de los participantes planean seguir con Cardio Tennis!

5. Cardio Tennis hace que los jugadores actuales sigan jugando más tenis. Demasiados jugadores de tenis dejan su club o instalación para obtener ejercicio. Cardio Tennis es una gran forma de hacer que hagan su ejercicio en una cancha de su instalación - y no fuera del tenis.

6. Cardio Tennis es una excelente forma de hacer crecer el deporte con nuevos jugadores. Con el enfoque en moverse constantemente, nuevos jugadores pueden ser traídos al tenis con una nueva y divertida forma. Los participantes golpean muchas pelotas y gradualmente mejoran. Utilize pelotas de espuma "Speedball" o pelotas de transición y utilizar una cancha más corta también hace que Cardio Tennis sea una excelente manera de involucrar a gente en el juego.

7. Líderes de nuestro deporte ven el potencial de Cardio Tennis! Lo más reconocidos profesores de todas partes de nuestra industria ven el potencial. Posiblemente tengamos más de 1,000 sitios en los USA para el final del año. De hecho, Dan Santorum, Director Ejecutivo y CEO de PTR recientemente dijo, "Cardio Tennis es el programa más exitante que la TIA y la USTA han traído a nuestro deporte en los últimos 20 años."

8. Puede ganar \$\$\$ con Cardio Tennis! Es una cosa el hacer crecer, pero no es malo si también logramos hacer crecer nuestros ingresos también! En Cardio Tennis, puede poner 6-8 jugadores en la cancha. Multiplique esto por \$8-15 por persona por hora y puede ver el potencial. Este programa va a evolucionar. Eventualmente puede tener Cardio Tennis para Principiantes, Cardio Tennis para

Avanzados, entrenamientos por equipo con Cardio Tennis . . . El cielo es el límite. Trabaja en un Resort? Porque no tener "Despiertese con Cardio Tennis" todos los días para sus invitados!

9. El potencial de Mercadeo es Inmenso! Publicidad y promoción empezaron este otoño. Denise Austin, gurú #1 del fitness en Iso USA, estará a la vanguardia de la campaña publicitaria. TV, imprenta, propagandas de radio, etc., llevarán a la gente a www.CardioTennis.com Además, hay todas clases de herramientas que UD. puede utilizar para promocionar SU programa en SU area!

10. Cardio Tennis es divertido! El movimiento, la musica, la competición amistosa. Eso hace que sea una actividad divertida para todos. . . incluyendolo a ud! Esta es una nueva y divertida manera de enseñar en la cancha. Necesitamos liberar a nuestro deporte y ofrecer nuevas maneras de disfrutar el juego.

Así que, si no se ha inscrito todavía, hagalo ahora!

Simplemente vaya a sitio de internet de la industria a www.Partners.CardioTennis.com para inscribirse al DVD de Cardio Tennis. Encontrará todos los pasos que necesitará para ser un sitio autorizado. Sea parte del programa más emocionante que nuestro deporte ha tenido en años!

Nuevos Ejercicios - Nuevas Ideas para Usted!

Ha visto ultimamente a www.Partners.CardioTennis.com ? Hay más de 50 ejercicios diferentes allí para ud. imprimir y llevarse los a la cancha con ud. Está es una excelente manera de mantener su programa refrescado. Simplemente vaya a la sección "curriculum", haga "click" en "view drills" y vea todas las opciones.

Tiene ud. un ejercicio que cree es bueno para Cardio Tennis? Mandenozlo. Si nos gusta, lo pondremos en nuestro sitio de internet para mostralos a sus compañeros.

Que y Cuando a Menores de 10

Por Mike Barrell

Mike es el Director de evolve9, una compañía de entrenamiento especializada que concentra su trabajo en niños menores de 10 años. Trabaja como Entrenador para la LTA (Federación Inglesa de Tenis), lo que incluye enseñar el Curso Avanzado de Mini Tenis. Ha sido un contribuidor importante para el Programa de Mini Tenis de la LTA y sigue trabajando como asesor, ayudando a la LTA a desarrollar más recursos para ser utilizados en ese grupo de edad. Ha sido profesor de tenis durante los últimos 18 años y es un profesor de Nivel 3 de la LTA, un miembro de la PTR y de la BTCA. Mike fué orador durante el 2005 Simposio Internacional de la PTR.

Mini tenis, conocido también como munchkin tenis, no es solamente hacer todo más pequeño. Es para hacer que el juego le quepa al niño, físicamente, mentalmente y emocionalmente. Es sobre comprender los factores limitantes que pueden determinar como un jugador se puede desarrollar, los cuales cubrimos en la última edición de TennisPro.

Antes de discutir el patrón posible de desarrollo de un jugador de tenis de cuatro a diez años a través de mini tenis, es importante considerar alguna información más detallada sobre el sistema nervioso central. Estamos empezando ya que es un factor en muchos elementos que necesitamos considerar.

Ayudará a pensar en el cerebro como una computadora que está conectada a una cantidad de cables. Estos cables son su sistema nervioso. Cuando nacemos, muchos de estos cables están expuestos todavía y sin insulación, así que cuando el cerebro le manda un mensaje al musculo o a una serie de musculos, viaja lentamente y no siempre llega a su destino. Con el tiempo la insulación, llamada myelin, crece por encima de los cables. Sigue un patron de crecimiento que baja por la espina dorsal y hacia afuera, empezando con los musculos más grandes y moviendose hacia lo más pequeños. El crecimiento de esta myelin significa que los mensajes del cerebro alcanzan su destino más rapido y más eficientemente.

Que significa esto para nosotros?

Este patrón de crecimiento es una de las razones porque los niños pueden controlar el movimiento de sus manos antes que el de sus pies, y pueden mover las partes mas grandes de su cuerpo antes que las pequeñas, (habilidades motrices grandes hacia habilidades motrices más finas). Es también importante recordarse que la mayoría de las habilidades y patrones de movimientos que necesitará enseñar también seguirán esten patrón, ej., control será más facil más cerca del cuerpo y se desarrollará gradualmente hacia afuera.

A pesar de que hay algunas metas importantes en este proceso, sucede a una velocidad diferente en cada niño. Es una de las razones porque los patrones de movimientos cambian y se refinan, y es también porque algunos niños parecen más coordinados que otros.

Para lo que queda de este artículo vamos a ver como los jugadores se desarrolla alrededor de elementos claves de desarrollo. Estos elementos claves son:

- Habilidades fundamentales de movimientos
- Coordinación y balance
- Habilidades de percepción, reacción y recepción
- Habilidades técnicas
- Desarrollo tactico
- Desarrollo cognoscitivo

The Moving Crew

Cardio Tennis: Advantage, Heart

Tuesday, November 1, 2005; Page HE03

Tennis can be a great workout if you have skilled, competitively matched partners playing singles. For others, the game is more stop than go, sprinkled with cuss-muttering frustration: hit, return, re-return(!), stop, curse, hail taxi to retrieve errant shot, etc. Entertaining, yes, even social. But not a heart-rate booster.

Cardio Tennis, a national program being offered at a variety of venues in the Washington area, seeks to change that. The workout runs participants around the court urgently enough to training zone (65 to 85 percent of maximum heart rate) while helping improve tennis skills. It's billed as similar to an interval workout. Armed with a racquet, a watch and my well-honed carotid artery, I showed up to give it a try.

On an indoor court at Sport Fit Bowie in Bowie, instructor Kevin McClure starts me and four other participants with warm-up footwork moves followed by a repeating drill in which we hustle from one spot to another, squaring up to imaginary balls and swinging imaginary racquets, culminating in a phantom overhead slam down a nonexistent opponent's throat. No unforced errors!

We then pick up our racquets and hit real balls that Kevin feeds us from the other side of the net. Miscues aside, this drill elevates our heart rates (mine to around 60 percent of maximum) and provides court sense and stroke work for everyone in the group, despite our varying skill levels: I am advanced-intermediate (around a 4 on the 0-to-7 scale used to sort tennis players); sisters Alicia Bousman and Kim Brimigian are beginners; Nancy Roderick is about a 3 player and Jonathan Ross, Sport Fit Bowie's director of personal training, is about my level.

Oh, did I mention the boombox? Like most get-fired-up-to-sweat fitness classes, Cardio Tennis has an audio component, allowing a musical throwback like me the joy of smacking balls while singing along to "Johnny B. Goode" (and drawing glares from players on nearby courts).

The next exercise involves a sequence of about 15 rapid-fire down-the-sideline shots with, after each shot, a footwork-enhancing shuffle around a cone set up on the baseline. We each do three bouts of this drill. This pushes my heart rate above 75 percent of max. But since there is room for only two players to do this at once (one on each sideline), my pulse dips below the cardio zone between my turns.

That respite is brief. The class moves on to a brutal set of crunches, performed while playing catch with a medicine ball; then a circus-like volley-and-overhead drill with three players dancing around the same side of the net; and a three-on-three game that simulates live court play.

My only nitpick: In feeding balls to multiple people simultaneously and emphasizing motion, McClure is unable to really examine stroke form the way he might during a one-on-one lesson (though he does shout occasional corrective instruction). In fairness, Cardio Tennis is marketed foremost as a great workout, not a clinic. And Brimigian, who attends two classes weekly, reports that her skills have steadily improved.

"I initially joined just for the cardio," she said, "but now I'm really into the tennis."

The hour-long class I took costs \$14 for non-members of Sport Fit Bowie. Details on Cardio Tennis and class locations at <http://www.cardiotennis.com/>.

Come to the net for the Moving Crew's online fitness volley, today at 11 a.m. at <http://www.washingtonpost.com/>.

— John Briley



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Heart Healthy

Fitness expert Denise Austin has made Cardio Tennis part of her routine.

>>> By Kristen Daley

FOR DENISE AUSTIN, it was only a matter of time before she would find a way to combine her expertise in fitness with her family's love of tennis. The health and fitness expert is married to former tennis pro Jeff Austin and sister-in-law to Hall-of-Famer Tracy Austin, so naturally, Cardio Tennis was a perfect fit.

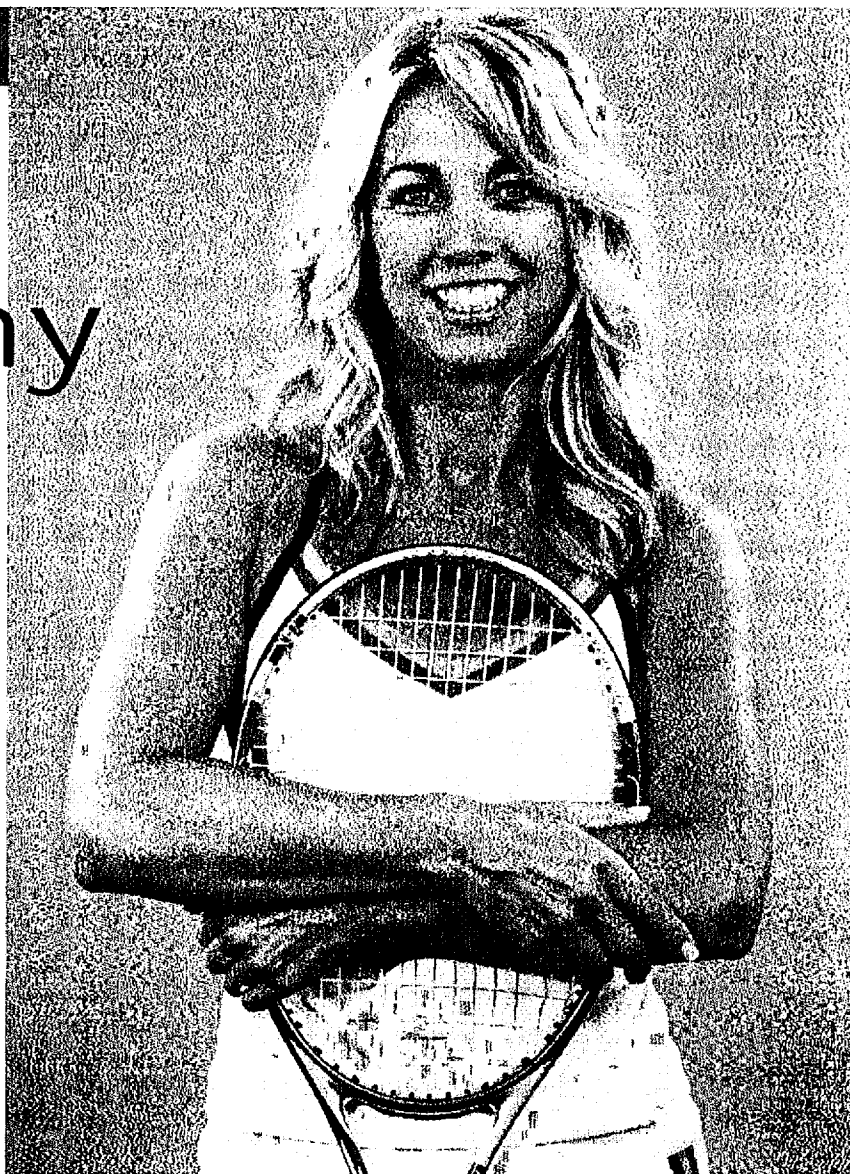
"It's such a great way to exercise," says Denise Austin, 48. "You don't really realize that an hour has gone by and you've just had a great fat-burning workout. And you're improving your tennis skills, too."

As the Cardio Tennis spokesperson, Austin participated in the unveiling of the program at the USTA National Tennis Center during the first week of the US Open. After a morning demonstration of the drill- and play-based exercise program, she was pumped and ready to take the court again just hours later. With a smile on her face and her feet constantly moving, she worked up a sweat with tennis teaching pros who had come from across the country for the debut of Cardio Tennis.

"Your heart is a muscle; you've got to work it out three to four times a week," says Austin. "Cardio Tennis is one of the most wonderful ways to stay healthy and stay fit." (To find a Cardio Tennis site in your area, visit www.CardioTennis.com.)

Austin spends 30 minutes a day, at least three days a week, doing some form of cardiovascular exercise. Since taking Cardio Tennis classes with Michele Krause, the Tennis Industry Association's Cardio Tennis manager, Austin says she and her husband have been re-creating the program on their home tennis court once a week. Jeff himself can be found on the courts at least three times a week. "Denise had never played tennis at all before she met me," he explains. Today, he says, she is a "nice club-level tennis player."

The couple have passed on their appreciation for the game to their daughters, Kelly, 14, and Katie, 11. "It's fun to have a sport



Denise Austin

Plays: Right-handed

Favorite game: Singles

Favorite surface: Hard court

Best shot: Two-handed backhand

Favorite player: Roger Federer

that the whole family can enjoy together," says Denise. "And it's a lifetime sport."

Austin has spent 25 years promoting health and fitness to the nation, selling 20 million exercise videos. Her workouts have been featured on TV for two decades, and she has written a number of books on fitness. "My ultimate goal is to get America fit and get people exercising more," she says.

A gymnast beginning at age 12, Austin earned an athletic scholarship to the University of Arizona, where she received a degree in exercise physiology in 1979. In the early 1980s, she was introduced to fitness expert Jack LaLanne, becoming a co-host on his exercise show. Denise currently has two shows of her own on the Lifetime network.

"It's become such a wonderful career," says Denise. "I just love to get people energized about fitness, so that's why Cardio Tennis is so fun. It's part of what I do."

"We need to get the word out. Cardio Tennis is another great way to get a better body and feel good. I'm all about getting people to feel better."

CARTY LEW

SPRING FASHION: 19 Fresh Looks, On Court and Off

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Exhibit "Z"

**I ♥
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Get Fit

THE complete PLAYER

77

★ THE SECOND TIME AROUND

81

★ DOG DAY AFTERNOON

84

★ RULES, RULES, RULES

Burning Up The Court

Can the fast-paced drills of Cardio Tennis get you into playing shape? BY MICHELE BENDER



Cardio Tennis gets players of all levels on the move.

Would you rather spend an hour on a mind-numbing treadmill or take an aerobics-style class on a tennis court? That's the question the tennis industry is asking with a new program called Cardio Tennis. With the tag line "Get Fit, Have Fun," the million-dollar program kicked off at last year's U.S. Open and is now being offered in more than 800 clubs around the country. The program centers on fast-paced 30-minute tennis sessions designed to get the heart pumping. When you're not hitting balls, you're doing sideline exer-

cises, and at many clubs participants wear heart-rate monitors so they know when to pick up the pace and when to slow it down.

The tennis industry hopes Cardio Tennis will appeal to two groups: fitness fanatics and people who have tried tennis but left the game. According to recent USTA participation studies, tennis loses roughly the same number of players as it attracts each year. The reasons usually given: Players couldn't get a workout or find a partner.

"Cardio Tennis solves both problems," says Greg Moran, director of

tennis at the Four Seasons Racquet Club in Wilton, Conn., and a member of the Cardio Tennis national speakers team. "If you've left the game because you didn't get a workout, now you will."

I qualified for both of Cardio Tennis' target audiences. As an advanced beginner, I viewed tennis as a fun activity but not part of my fitness routine. I could see that a good player gets a workout on the court, but since I never got to that point, I traded my tennis shoes for running sneakers seven years ago. Cardio Tennis, a group class of about six to

JEFF GREGG/PHOTO 121

eight players where the objective is to get a heart-pumping workout, sounded more my speed.

The fact that most classes use heart-rate monitors and play fast-paced music—think Michael Jackson and Madonna—indicates that this is the “new form” of tennis that the Tennis Industry Association (TIA) says it is. The goal with Cardio Tennis is to reach 65 to 85 percent of your maximum heart rate for 40 to 50 minutes. And you can improve your game along the way: “Even without technical instruction, you improve because you’re running for balls and working on your reaction time and hand-eye coordination,” says Bill Mountford, director of tennis at the USTA National Tennis Center in Flushing Meadows, N.Y.

So I strapped on my heart-rate monitor and headed for the court. My class consisted of people of various ages and skill levels. One woman had played college tennis and another had never held a racquet before. The rest of us were somewhere in between. At the start, the instructor told us this workout would be the equivalent of running five eight-minute miles. “Yeah, right,” I thought. I knew little about tennis, but I had logged many miles running and couldn’t imagine that what she was saying was true.

We began with a game called Ping-Pong, where three people line up single-file at each service line. I was in the front of my line. The pro hit the ball to me and I hit it over the net and ran to the back of the line. The person behind me hit next. We kept rotating like this, with only seconds to pause. If a ball was hit out, the instructor fed another one without missing a beat. The result was a point that never ended.

After five minutes, I was breaking a sweat, and 15 minutes into the class I was in my target heart-rate zone. I



Classes are designed to get participants' hearts pumping, whether it's by picking up balls or hopping through a rope ladder.



stayed there for most of the class, with occasional moments of recovery. This alternating of intensity and recovery makes Cardio Tennis similar to interval training, a common way that pros train for the sport. According to the TIA and USTA, Cardio Tennis is to tennis what spinning is to riding a bike. You don't

need to be an avid bike rider to benefit from a spinning class, and you don't need to be a tennis player to get a workout during one of these classes. And they're right. As my newbie classmate showed us, if you can swing a racquet, you can play Cardio Tennis.

The class continued with other hit-and-run games such as Monkey in the Middle, the Pinwheel Drill, and the Circle Game, to name just a few. It was like tennis meets junior-high gym class, but a lot more enjoyable. Each game is different, but all are fast-paced and continuous. You can't even rest during changeovers because you only have five seconds to get to the other side.

If it sounds like it was all fun and games that's because, well, it was. There's not supposed to be any technical instruction in Cardio Tennis, and I loved that. I got to feel like a tennis player and got a workout that rivals what I do at the gym. And I'd burned more calories than playing a set of singles. Before the hour was over, my clothes were soaked, my legs ached, and I was hooked on tennis again. ■

For more information on Cardio Tennis, visit cardiotennis.com.

Michele Bender is a freelance health, fitness, and beauty writer in New York City. This is her first article for TENNIS.